

The Realty Review

Volume 11, Issue 8



August 2021

Northwoods Association of REALTORS® & Greater Northwoods MLS®

President's Message

Andrea Krueger, NWAR

What a crazy, crazy real estate market! Prices up 20 to 35 % and nothing to show our waiting buyers, who would have ever thought? The ideas of continually offering 10% and up over list price, along with accelerated purchase prices, and guaranteed purchase prices over appraisals are all terms that a lot of us have learned this past year. Who would have thought we would have 2, 4 or even 9 offers within the first week of marketing our properties? Well, 2020-21 has brought us all of these terms. I personally have not figured out if it is a good thing or bad thing, but I definitely know it is a thing! One of the important things for us all in this crazy market is to keep our professionalism, and our education at the top of our minds daily. With that said, have you signed up yet for the WRA Convention? The dates this year are October 4-6 in Milwaukee with both in-person and virtual attendance options. This is the place to learn all the new updates and hear what is going on in other markets. I hope to see you all



there, let's make our board proud with a big turnout! Go to WRA.org and sign up today - see you there or online!

Another thing we need to strongly think about is giving to RPAC. RPAC stands for RREALTORS Political Action Committee, please [review all](#)

[the things](#) RPAC does to protect home ownership and our profession. Please think about either giving when your dues are being paid and/or by supporting our RPAC auction and tablet contests that are open now through 9/8.

The upcoming NWAR Installation Dinner is coming up soon on 9/29 at Whitetail Inn in St. Germain so grab a date or another agent and sign up. I will have the honor of passing the gavel at this event to Pete Rondello. WRA President Mike Theo plans to attend, and I am sure will have a great address since there is no shortage of real estate news to talk about!

Happy Labor Day, Happy FALL RIDE, and GO PACK GO!

Andrea

The Buzz:

- ***LAST CALL* RPAC Auction & Surface Go 2 Contest End 9/8**
- **NWAR/GNMLS Installation Dinner - St. Germain Sep 29th**
- **September is REALTOR Safety Month - Free NAR Webinar**

Affiliate Spotlight



We are one of the oldest and most respected title agencies in the Northwoods. With over 50 years in the title industry, our staff is very experienced, professional and strives to offer the best customer service and product in this industry.

The Associated Advantage:

- Licensed in Wisconsin & Michigan
- 4 Title Examiners, multiple WI/MI Underwriters & full-time Closing Department
- Daily document recording at courthouse & in-house Title Plant

Roy D'Antonio, President
Brancy Rowe, Manager
205 Harrison St, Ironwood

Ph: (906) 932-6340

AssocTitle.net

RPAC Auction & Tablet Contest - Ending 9/8

Just over a week remains to participate in our online RPAC Auction and/or Microsoft Surface Go 2 Contest - get in while the gettin's good! Entries into the **Surface Go 2 Contest** are \$25 and must be validated by making your RPAC investment *before* the winner is announced Thursday 9/9, so register ASAP and we'll send instructions promptly to validate your entry(ies). Only 100 total entries will be sold and we're well below that presently, so just \$25 and one good guess could win you a very handy mobility tool worth nearly \$700!

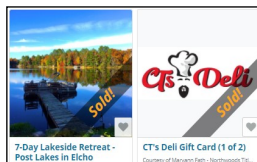
Tablet Contest Link: bit.ly/RPAC-Contest21

The **RPAC Auction** closes at 9pm on Wednesday 9/8, so take time over the long weekend to place your best bids to win some nice gift certificates, baskets and/or a couple of fun recreational opportunities. Winning bidders will be contacted 9/9 with totals and instructions.

RPAC Auction Link: bit.ly/NWARAuct21



REALTORS' POLITICAL ACTION COMMITTEE



Win A Surface Go 2



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President's Message

Jerry Burkett, GNMLS

Hello All...

I have one more month to go as President of the MLS, I wish to sincerely thank the officers and board, Lon and Matt, for putting up with me. I'm blunt and can't spell politically correct, but we have done the best we can with the cards we get dealt. They are a great group of caring individuals and serve us well. A big round of applause to them all.

If there is one word I wish to leave all of you with, it is the word "humble."



If you are successful, please remember not all people are. Be humble.

If you are wealthy, please remember not all people are. Be humble.

If you are healthy, please remember not all people are. Be humble.

If you have a great family life, please remember not all people do. Be humble.

AND, if you are all of the above, pay it forward. Help your community. Help your neighbor. Help those in need. Leave this world a better place from your happiness.

BECAUSE; with one wrong move, one missed heart beat, or one small disaster, you could find yourself with those that are in need.

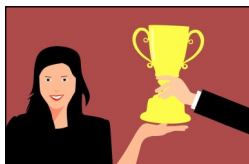
Be Humble.

JLB

Wanted: Distinguished Service Nominees

NWAR presents **Distinguished Service Awards** to one REALTOR and one NWAR Affiliate each year. Unfortunately in 2020, there were few opportunities to stand out and no dinner events at which we could award and applaud two DSA recipients.

We are intent on having all typical membership events this year however, and so we seek DSA nominees whom you think stood out among their peers over the past year. To nominate a NWAR REALTOR or Affiliate for DSA Award recognition at our Christmas Party in December, please complete the form at the link below by September 30th. Thank you!



DSA Nomination Form: bit.ly/NWAR-DSA21

Convention - Free Registration Drawing

The WRA Convention is heading to the Wisconsin Center in Milwaukee on October 4-6. The cost to attend in person is \$145 or \$90 to attend virtually, though we strongly recommend signing up below for a chance to attend for FREE!

Retired MLB *one-handed* pitcher Jim Abbott will talk about overcoming adversity, and keynote speaker Tommy Choi will share his secrets on how to become a top producer. Register at convention.wra.org, then click below for a chance to have your registration fee refunded so you can attend for FREE!



WRA Convention Drawing: bit.ly/WRAConv21

NWAR/GNMLS Installation Dinner - St. Germain 9/29

Register soon to attend our **NWAR/GNMLS Installation Dinner** on Wednesday **September 29th** at **Whitetail Inn in St. Germain**. The cost is \$35 per person for your choice of prime rib, chicken roulade, honey citrus baked Norwegian salmon (GF) or portabello mushroom (vegetarian) with plenty of sides. If you are a new REALTOR being inducted or still have an unused **2020 timely renewal credit**, you can attend for FREE!

WRA President & CEO Mike Theo will join us to install our new leadership under incoming NWAR President Pete Rondello and new GNMLS President Ed Choinski. We will also induct new REALTORS, recognize service anniversaries, and have a 50/50 drawing benefiting Habitat for Humanity. If you'd like to be an appetizer sponsor for \$100, please contact Matt at the board office so you can pick an appetizer that suits your palate!



See the registration form on page 6 or online at: bit.ly/InstDin21

Affiliate Company	Location	Affiliate Name	Phone
AmeriSpec Inspection Services	Rhineland	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
IncredibleBank	Minocqua	LeAnn Hayden	715-358-9319
Knight Barry Title Service	Minocqua	Patrick Hugunin	715-439-4114
Knight Barry Title Service	Rhineland	Al Mancl	715-365-5000
mBank	Eagle River	John Hletko	715-477-3841
mBank	Eagle River	Cathy Humbaugh	715-477-3885
Northwoods Property Inspections	Park Falls	Michael Weidman	715-934-9105
Northwoods Title & Closing Svcs	Eagle River	Maryann Fath	715-479-6459
Oneida Title & Abstract	Rhineland	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	Rhineland	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

Butternut
Barbara Herbst
Ph: 715-661-0561

ENVPropSolutions@hotmail.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 on-
time, every time at loanDepot.com

LOCAL.FAST.RELIABLE. BROADBAND

888.631.9666

sonicnet.us

103 N Railroad St,
Eagle River



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

MLS Memo



Lon Fisk - lon@northwoodsrealtors.org

NAR has adopted a policy that requires listings be entered in a timely manner to the MLS. The reason for an MLS to exist is to facilitate cooperation among brokerages and to guarantee a payday to hard-working brokers and agents while ensuring both buyers and sellers enjoy smooth transactions without the need for specialized attorneys. The industry is now fragmented more than it has been in decades, but the best way to accomplish the goals and spirit of an MLS is for ALL listings to be available and searchable by agents and consumers.

Unfortunately, our position is weakened when we don't attain those goals and consumers claim they are at loss because of withheld listings. They seek other sources when the MLS is incomplete, and governments look to discipline organizations that are perceived as not providing the maximum consumer benefit.

MLS Tip: When requesting a road addition,
please email a copy of the tax bill.



WRA's **Legal Update Live** in June launched a 6-part "**Being Competitive**" Miniseries where their legal team discuss transactional trends, negotiation strategies, risk reduction and much more.

The final two episodes in the miniseries discuss **Cash/No-Financing Offers** and **Specific Seller Terms of the Offer**. Tune in so WRA's legal team can help you navigate these growing trends in the present seller-friendly real estate climate.

Legal Update Live: wra.org/LegalTalks



In the latest **WRA Capitol Insights Podcast**, Tom Larson and Cori Lamont recap recent legislative wins and WRA's remaining priorities for the fall-winter legislative session. The current agenda includes HOAs, 40-year easements, discriminatory covenants, shoreland zoning and more. Listen to another insightful episode at:

Capitol Insights: wra.org/capitolinsights



AE Corner

Matt Seegert - matt@northwoodsrealtors.org

September is REALTOR Safety Month, and NAR is offering two **free live webinars** on 9/15 & 9/16 where long-time REALTOR and former police officer Janet Judd will discuss the ever-important topic of "**Avoiding REALTOR Danger Zones**". Click the title to register and note the archived webinars on safety concerns such as data & cyber security, open houses and safety tips for sellers. We also recommend you take the **REALTOR Safety Pledge**, consider presenting the **Safe Listings Form** to sellers, and take time to review **NAR's safety videos, articles & resources**.

NAR recently released two free self-study modules where you can test and boost your knowledge of **Fair Housing** and **Diversity, Equity & Inclusion** principles. Complete both to ensure you are helping keep a level playing field at: bit.ly/3kCTe2t.

Happy Labor Day & hope to see you at Whitetail Inn soon!

AE Tip: If you recently upgraded to Windows 10 and want to maximize privacy of your user data, check out a handy guide at: bit.ly/3kvX4u8

REALTOR Anniversaries

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

40 Years!

Peggy Johnson Wiessner - Headwaters RE, Presque Isle

25 Years:

Chris Hiller - Re/Max Property Pros, Minocqua

5 Years:

Kenney Behrens - Integrity REALTORS, Antigo

Stephanie Wotachek - Redman Realty Group, Minocqua

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.

Clyde Scott Passing

We were saddened to learn that former NWAR REALTOR Clyde Scott passed away on August 13th. Clyde was an electrical engineer for 30+ years before semi-retiring up north where he began his REALTOR career in 1999. After nearly 20 more years in real estate, Clyde retired from Eliason Realty in 2017. We extend our heartfelt condolences to Clyde's family and his many friends and colleagues. Please visit bit.ly/3jjHVwC to view his obituary and to share your memories of a life well-lived. Rest in peace, Scotty.



YTD Sales Update

On/Off Water	Median Price		Units	
	2020	2021	2020	2021
SFH Off	129,000	135,000	674	808
SFH On	265,000	305,000	611	697
Land Off	28,694	30,000	295	530
Land On	68,000	70,000	224	453

Off-water SFH medians are up +7.7% thru June versus 2020, while on-water SFH is up +15.1%. Thru July, off water is up +4.7% YOY suggesting prices may be leveling off in that segment, while on-water medians continued strengthening at +15.1% YOY thru July. Sold volumes for both shrunk from +25.6% and +31% YOY thru June to +19.9% and +14.1% YOY thru July. Off-water is currently at ~3.5 MOI and on-water is ~3.7 MOI.

Land medians are up 4.6% (off) and 2.9% (on) thru July - better than in June which showed slight declines - though YOY volume gains slowed to "only" ~80% and ~102% thru July.

More stats at: bit.ly/NWAR-Stats

TechHelpline
Your go-to technology experts
A great NWAR Member Benefit!
Learn more at: bit.ly/THL-NWAR

Lockbox Leaders



% Active Listings w/LBs	
4 Star Realty	100%
England Realty	100%
Eskridge Realty	100%
NorWisRealty.com	100%
People First Realty Group	100%
Woodland Lakes Realty	73%
Flanders Realty Group	67%
Schmidt-Haus Realty	67%
Northwoods Community Realty	62%
Re/Max Action North	60%

Active Listings (exc land/comm): 1147
LB Participants Active List: 976 (85%)
Eligible Listings w/LBs: 387 (40%)

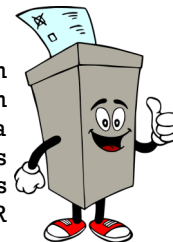
More LB Resources: bit.ly/GNMLS-LBS

Toll-Free Helpline: 866-610-7997
Email: support@techhelpline.com
Online Chat: chat.techhelpline.com

NWAR/GNMLS Budget & Bylaws Ballots - 9/20 & 9/22

2021 has so far been a strong year-to-date for NWAR and GNMLS in particular with better-than-expected growth in membership and additional GNMLS licensing income. The GNMLS Board and Participants last month approved a free month of service to all GNMLS subscribers in September, and we hope you spend that extra \$40 to attend our Installation Dinner on 9/29. NWAR has been operating at an intentional loss for several years to draw down reserves, though it appears we are on track to roughly break even for the fiscal year. NWAR's budget forecast for next year maintains or expands programs like our Educational Incentive Awards and NWAR Family Scholarships while projecting a more modest loss. GNMLS plans for a big bump in advertising budget, and we are presently working on a new TV commercial to promote working with REALTORS.

NWAR Members will receive email instructions on 9/20 to vote online by 9pm for the 2021-22 budget and proposed bylaws changes, and GNMLS Participants (broker-owners/appraisers) will get an email on 9/22 to vote by 9pm on the 2021-22 GNMLS budget. We hope you vote to approve both so we can continue 1) making your job easier & more rewarding, 2) promoting working with a REALTOR, and 3) drawing more buyers attention to the great life the Northwoods offers. Thank you for voting!



REALTORS® on the Move:

New GNMLS Subscribers:

Name	Office
Sherry Price	RealHome Services and Solutions - Atlanta
Chad Will	Woldt Realty - Wausau

Transfers & Releases:

Name	From	To
Brad Eidahl	Coldwell Banker Action - Schofield	
Summer Frazier	RealHome Services and Solutions - Atlanta	
Colin Patz	Northwoods Realty - Phillips	EXP Realty - Minocqua
Timothy Reeder	Century 21 Burkett - Eagle River	

I = New NWAR Member
* = New GNMLS Office
^ = Closed MLS Office



"In school, you're taught a lesson and then given a test. In life, you're given a test that teaches you a lesson."
- Tom Bodett

Board of Directors 2020-21

(Area code 715 unless otherwise noted)

Northwoods Association of REALTORS®

Officers (Term^):

Andrea Krueger, President	453-3365
Pete Rondello, President-Elect	358-0450
Joyce Nykolayko, Treasurer (2)	546-3900
Jon Long, Past President	453-4910

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

Tynan Anderson	(0-1*)	453-3365
Tom Bird	(1-2)	356-9521
Kim Brixius	(1-2)	453-1188
Ryan Hanson	(1-1)	358-5263
Andy Harris	(2-2)	543-8900
Ed Raasch	(2-1)	224-3800
Cassi Rupnow	(1-1)	356-4457
Ashlei Smith	(1-2)	966-9280

^ 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^):

Jerry Burkett, President	479-3090
Ed Choinski, President-Elect	493-7827
Dan Pudlo, Treasurer (2)	547-3033
Jackie Leonhard, Past President	453-2673

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

Bonnie Byrnes	(1-1)	686-2481
Sandy Ebben	(2-2)	365-3000
Joe Flanders	(1-2)	420-1100
Adam Redman	(1-1)	358-0450
Mark Wagner	(0-1*)	762-3291
Julie Winter-Paez	(2-1)	480-4333

Next Board Meetings:

Thursday, September 16th

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 register for **Buffini & Company's Weekly Digest** by August 31st, you will earn a free **Brian Buffini's Real Estate Report** (\$295 value) as well as **Social Media for REALTORS Digital Marketing** download (\$20 value).

Claim your MVP reward at:

MVP.REALTOR

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

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

Board Office Location: 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 180 Member offices comprised of over 600 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



bit.ly/NWAR-LI



NWAR/GNMLS 2021-22 Installation Dinner

NWAR and GNMLS cordially invite REALTORS, Affiliates, Sponsors & guests to our Installation Dinner at Whitetail Inn in St. Germain on Wednesday September 29th.

We will install new NWAR and GNMLS directors including 2021-22 NWAR President Pete Rondello and 2021-22 GNMLS President Ed Choinski. We will also induct new REALTORS, recognize anniversaries and announce results from our bylaws and budget votes. The evening will conclude with a 50/50 drawing benefiting Habitat for Humanity.

Entrée Selection :

- Beef Prime Rib
- Chicken Roulade
- Honey Citrus Baked Norwegian Salmon (gluten free)
- Portabella mushroom & vegetables over wild rice pilaf (vegetarian)

Sides: Rolls & house salad, garlic mashed potatoes, green bean blend

When & Where:

Wednesday, September 29th
Whitetail Inn
9038 Hwy 70, St. Germain

MASKS OPTIONAL - Attend at your own risk
PLEASE STAY HOME if unwell & we'll refund

Schedule:

- 5:00pm - Cocktails & Hors D'Ouvres
- 6:30pm - Call to Order & Dinner
- 7:00pm - Leadership Installation, New Member Induction, Anniversaries, 50/50 Drawing

\$35 per attendee - Register by 9/20



Map: <https://goo.gl/maps/TCAar6n2vBAuW7579>

REGISTRATION FORM

Return by 9/20 with check (or call for Paypal invoice) to: NWAR, PO Box 377, Woodruff WI 54568

Cost = \$35 per guest or free for new REALTOR inductees

Members w/ 2020 Timely Renewal Credit (\$35) may redeem - see credit list at: <http://bit.ly/NWARCoupons>

NOTE: Call Matt for late registration after 9/20. PLEASE STAY HOME if unwell & we will send refund

All attendees listed understand that masks are optional and each agrees to assume their own risk by attending:

Member Email (for confirmation): _____

Name(s):	Prime Rib	Chicken	Salmon	Portabella	Inductee?	Renewal Crdt?	
Subtotal (\$35ea exc Induc/RC):							TOTAL AMT:

Appetizer Sponsorships \$100 - Call 715-356-3400 or email matt@northwoodsrealtors.org for info



STAY SAFE ON THE JOB YEAR-ROUND

WITH TIPS AND TOOLS FROM NAR AT [NAR.REALTOR/SAFETY](https://nar.realtor/safety)



SAFETY PRESENTATION MATERIALS

PowerPoint presentation template, talking points, handouts and more



ARCHIVED SAFETY WEBINARS

Open Houses, Social Media, Identity Theft and more



OFFICE FORMS

For REALTORS® and clients



VIDEOS AND MONTHLY ARTICLES

Watch and share the new video, "Safety Tips for Real Estate Professionals"



MARKETING MATERIALS

Flyers and web banner ads



SOCIAL MEDIA CONTENT

Follow @nardotrealtor on Twitter, Facebook and Instagram for weekly safety tips to share

For questions about NAR'S REALTOR® SAFETY PROGRAM, contact safety@nar.realtor



NATIONAL
ASSOCIATION OF
REALTORS®