



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

## President's Message

### Andrea Krueger, NWAR

Hello again everyone and Happy Holidays!

I hope Santa snuck in to stuff your stocking again last week, though one might say he's been doing that for REALTORS all year! What a year this has been and while there are PLENTY of reasons be happy it's just about over, we should all count our blessings for being in the right profession and place to thrive even during a pandemic.

I want to thank everyone who turned out to ring a bell for Salvation Army this month and/or volunteered or supported other charities this year. While this year has been fortunate for local REALTORS, others have not fared as well. It is important that REALTORS show our commitment to being good neighbors and building strong communities. In that regard, the NWAR board donated thousands to food pantries throughout our 7-county service area back in April and again in November. All told, over \$12000 went out to local pantries on behalf of our ~430 Members. I welcome everyone who had a banner year in 2020 (at least in your profession) to chip in and help [NATH/Frederick Place](#), [Habitat for](#)



**Humanity** or other charities that are struggling to keep up with the needs of many who are out of work. Note that even though bell ringing season is over, if you send Matt a photo of you volunteering in your community at any time, you can earn a free gift from NWAR! Just send Matt a photo and he

will contact you to choose a free gift!

The snow is finally here and with that comes the sleds. I expect we will have a surprisingly busy sled season this year (as we did this summer) since the Northwoods makes social distancing fairly easy. Stay safe out on the trails or out on the town since we will welcome visitors from around the country again in the weeks ahead. Fortunately our hospitals are doing a fine job caring for our patients, and we should each take due care to avoid overwhelming our nurses and doctors.

Happy New Year, stay safe and I hope we can all get together for a long-overdue party before long to celebrate surviving a year that was oddly both the worst and best of times for REALTORS in the Northwoods.

Andrea

### The Buzz:

- **Jan 13 Lunch & Learn: Short-Term Rentals & Zoning Update**
- **Interface Desktop & Express Sunsetting - Xposure ONLY Jan 1st**
- **THANK YOU Bell Ringers & RPAC Investors!**

### Affiliate Spotlight



Oneida Title & Abstract is the only title plant in the Northwoods maintaining and updating our own copies of all recorded legal documents in Oneida County. This allows us to provide our clients with the most accurate, fastest service in the industry. We also provide professional closing from the comfort of our office or the location of your choice.

Please contact us for a quote to assure you get the best price possible!

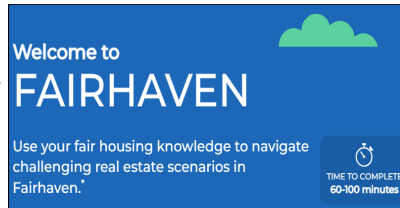
**Jeanne Smith, President**  
1880 N Stevens St, Rhinelander  
Ph: 715-362-3348  
[OneidaTitle.com](http://OneidaTitle.com)

## Fairhaven - Free Fair Housing Training Simulation

During the annual conference in November, NAR President Vince Malta reinforced REALTORS' commitment to Fair Housing by announcing a new simulation training called "Fairhaven". REALTORS who complete this free training will be tasked with making smart decisions to confront discrimination and ensure their homes sell before the sales season ends.

Your AE recently completed the simulation by successfully selling four out of four homes with just over 15 weeks to spare. All REALTORS are hereby challenged to prove your Fair Housing mettle by completing the simulation and beating my time! Post a screenshot of your time remaining on our [Facebook Group](#) and whoever posts the best time (myself excluded) will win a \$25 gas card!

**Test your Fair Housing wisdom for free at: [fairhaven.realtor](http://fairhaven.realtor)**



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## President's Message

### Jerry Burkett, GNMLS

Happy New Year All!

Hopefully 2021 will find us all a little less stressed over COVID and back to a more normal way of life. I had COVID in November and all it did to me was create Rip Van Winkle Jr.; sleeping for five days. No other symptoms except two days with no taste or smell. Some have not been so fortunate.

This is goal setting time in our office. What do we want to do individually and what do we want to



accomplish as a company? There is nothing better than writing down your goals and reviewing them throughout the year to see how you are doing. If it is not in writing it

usually doesn't happen. We review and critique goals to see if we are being too aggressive or if we are setting goals that are not as aggressive as they should be.

Our organization is structurally sound, fiscally responsible, and in good health.

Always remember: try to leave this world a better place than you found it!

Jerry

## THANK YOU RPAC Donors!

Our RPAC Committee led by Chair **Cheryl Eskridge** is pleasantly surprised and proud to report that NWAR reached our annual RPAC fundraising goal in a year that made it very difficult to do so! Thank you to everyone who participated in our (online-only) auction, Windows tablet drawing, and 50/50 drawing earlier in the year which brought us nearly halfway to our goal. Thank you as well to everyone who included an RPAC investment of any amount with your NWAR renewal - we needed every bit to make it across the finish line!

Please watch this "2020 WRA Legislative Update" video series to learn how WRA & RPAC work hard to protect homeowners and the real estate industry in Wisconsin: [bit.ly/WRARPAC20](http://bit.ly/WRARPAC20)



## THANK YOU Bell Ringers!



THANK YOU to everyone who braved the fortunately mild elements and unfortunately not-so-mild pandemic to raise money for Salvation Army. These NWAR bell ringers sent us a photo to earn a free gift from NWAR for their fine efforts: **Kathleen Paramore, Mary Thompson, Keith Hanse, Brenda Stiegman, Jon & retired REALTOR Carole Halverson, Kathy Butler, Elicia Seliskar, Jon Long, Tom & Michelle Bird, Tony Frisch, Chris & Ed Raasch, and Renee Merrigan.**





## NWAR Affiliates

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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="#">Knight Barry Title Service</a>	Rhineland	<a href="#">Al Manc</a>	715-365-5000
<a href="#">mBank</a>	Eagle River	<a href="#">John Hietko</a>	715-477-3841
<a href="#">mBank</a>	Eagle River	<a href="#">Cathy Humbaugh</a>	715-477-3885
<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
<a href="#">Wisconsin Benefit Planning</a>	Minocqua	<a href="#">Charlie Ouimette</a>	715-356-2300

## NWAR Sponsors\*

### ENV Property Solutions

Fifield  
Barbara Flietner  
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 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](mailto:lon@northwoodsrealtors.org)**

When you set up your Xposure website page, it includes text boxes to provide information to Buyers and Sellers. They are more flexible than that however. If you do not expect sellers to list with you through this page, you could relabel that box and use it to provide other information like testimonials, links to local entertainment or Chambers, trail maps, etc. You can also remove the name if you'd rather it not appear at all.

PCS has added "Timeline" to track communications with your customers. You can also turn a sent Search into a PCS account and more.

CMA has a new feature that allows you to make dollar adjustments to comps or the subject property, such as a value per bedroom or bathroom.

Xposure Search allows you to search text boxes for keywords with the percent sign - %sold in the remarks for example. Use Ctrl+Shift to select multiple choices such as 2 counties and All townships for an inclusive lake list.

**MLS Tip:** Mark your Construction as Year Round or Seasonal to aid PCS searches.



**TechHelpline** SM  
your tech support team

**Tech Helpline** is a free NWAR Member (REALTOR or Affiliate) benefit offering support for hardware, software, networking and digital devices.

Hours: Mon-Fri 8a-7p, Sat 8a-4p

Phone: (888) 804-8225

Online Chat Support: <http://chat.techhelpline.com>

Email: [support@techhelpline.com](mailto:support@techhelpline.com)



Episode 14 of WRA's "Capitol Insights" podcast is "Assembly Democrat Priorities" where Tom, Cori and Joe at WRA speak with Assembly Minority Leader Gordon Hintz on the state budget, education, infrastructure, healthcare and other priorities in the new legislative session.

[www.wra.org/capitolinsights](http://www.wra.org/capitolinsights)



## AE Corner

**Matt Seegert - [matt@northwoodsrealtors.org](mailto:matt@northwoodsrealtors.org)**

2020 is almost in the history books, and I congratulate everyone who is close to making it out with your health and sanity mostly intact. It has been a year we will never forget (try though we may), but troubled times are the building blocks of stronger people.

As a devout cynic, I am far more adept at spotting dark clouds than silver linings. However, even I cannot ignore that 2020 was far and away the best-ever year for Northwoods real estate. Nor can I ignore the many new faces I see around town (half of them anyway) - some of whom are new REALTORS with a strong resume. Assuming they are a fair sampling of the many new residents we gained, my crystal ball portends plenty of opportunity to grow our local economy in the year ahead.

To those heading into retirement, you timed it well and we THANK YOU for your past membership. Raise a glass to bid adieu to 2020 and if you didn't fulfill your resolution this year, don't fret - we are all better people from this grueling experience!

**AE Tip:** If you still have Win 7, your PC is unsafe since support ended in January (and Win 8.1 support ends in Jan 2023). Fortunately there is still a FREE way to upgrade either version to Win10!

See how here: [bit.ly/37YbuhQ](http://bit.ly/37YbuhQ)

## REALTOR Anniversaries

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

### 10 Years:

**Joyce Nykolayko** - C21 Burkett & Assoc., Three Lakes

### 5 Years:

**Ashlei Smith** - People First Realty Group, Rhinelander

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.

## Deborah Taylor Passing

In a year full of sad news, we regretfully add that REALTOR **Deborah Taylor** of D&D Realty in Crandon passed away on November 30th at age 59. Deb became a REALTOR in 2005, earned her broker's license in 2016 and started D&D Realty in June 2018. We extend our sincere condolences to Deb's family, friends and colleagues for their loss.

Visit [bit.ly/3mJnQhZ](http://bit.ly/3mJnQhZ) to view Deb's obituary, a tribute video and to share your condolences.

Rest in peace, Deb.



## YTD Sales Update

On/Off Water	Median Price		Units	
	2019	2020	2019	2020
SFH Off	124,500	130,000	1059	1247
SFH On	240,000	277,500	1051	1378
Land Off	25,000	28,000	421	585
Land On	64,650	71,500	300	533

2020 continues to be a year of both curses and blessings. The curses need not be repeated, and the blessing is that it continues to smash all GNMLS sales records. Off vs on water SFD medians are up 4.4% and 15.6% respectively on volume gains of 17.8% and 31.1%. Off vs on water vacant land medians are up 12.0% and 10.6% on volume gains of 39.0% and 77.7% - WOW!

While local REALTORS have had a very good year, many others have not. Please consider helping out a local charity to prove yet again that REALTORS are also good neighbors!

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

## Lockbox Leaders



% Active Listings w/LBs	
England Realty	100%
Gregory Realty	100%
Jim Olsen Real Estate	100%
Symes Realty	86%
Lakeplace.com/Vacationland	80%
Bolen Realty	71%
Wolf River Realty	71%
Northwoods Community Realty	70%
Flanders Realty Group	67%
Re/Max Northern Lakes	67%

Active Listings (exc land/comm): 1081  
LB Participants Active List: 950 (88%)  
Eligible Listings w/LBs: 388 (41%)

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

## Lunch & Learn: STR & Zoning Update

Our "BYOL" webinar-based **Lunch & Learn** season continues on Wednesday Jan 13th from 11:45a-1:00p on the topic of **Short Term Rentals & Zoning**. Joining us are Oneida and Vilas Zoning Administrators **Karl Jennrich** and **Dawn Schmidt** to fill us in on county STR rules and concerns and answer your questions - whether on rentals or other topics.

Complete our Lunch & Learn interest poll (if you haven't yet this fall-winter) at the link below, and we will email you a reminder the week prior with a link to join us!

Lunch & Learn Interest Poll: [bit.ly/NWAR-LNL](http://bit.ly/NWAR-LNL)

Date	Lunch & Learn Course Name - Location
Jan 13	Short-Term Rentals & Zoning - Virtual w/ Karl Jennrich (Oneida) & Dawn Schmidt (Vilas)
Feb 10	Lead Generation & Social Media - TBD
Mar 10	County GIS Mapping Systems - TBD
Apr 14	Showings 101 - TBD
May 12	Home Inspections - TBD

## REALTORS® on the Move:

### New GNMLS Subscribers:

Name	Office
Jayne Alwin	Coldwell Banker Action - Schofield
Kathleen Artus <sup>1</sup>	Coldwell Banker Mulleady - Eagle River
Carla Baumgardt	Coldwell Banker Action - Schofield
Tina Carr	Shorewest REALTORS* - Green Bay
Valerie Deick <sup>1</sup>	Coldwell Banker Mulleady - Eagle River
Nicole Hebert	Keller Williams - Green Bay and U.P.
Mary Ninneemann	Coldwell Banker Action - Schofield
Stan Pophal <sup>1</sup>	Northwoods Community Realty - Tomahawk
Joy Pouwels	Shorewest REALTORS* - Green Bay
Margaret Reed	Keller Williams - Green Bay and U.P.
Tammy Stegall	Shorewest REALTORS Northern - Mountain
Deborah Szmanda <sup>1</sup>	Coldwell Banker Mulleady - Rhinelander

### Transfers & Releases:

Name	From	To
Wayne Anderson	Wolf River Realty - Antigo	
Rick Bina	Absolute REALTORS - Antigo	
Mary Boyce	Keller Williams Fox Cities	
Rose Byrnes	Northwoods Real Estate - Mani Waters	
Rob Cornelius	Absolute REALTORS - Antigo	CR Realty* - Antigo
Jerry Garrou	First Weber - Minocqua	CLC Realty - Minocqua
Ken Hoffman	Birchland Realty - Phillips	
Gary Javore	Coldwell Banker Mulleady - Minocqua	
Randy Koengeter	Coldwell Banker Mulleady - Minocqua	
David Nicolaus	Birchland Realty - Park Falls	
Ed Novitzke	Exit Midstate Realty - Weston	
Heidi Reiter Kramsvogel	Coldwell Banker Mulleady - Eagle River	
Jenna Schade	Keller Williams Fox Cities	
Bill Steigerwaldt	CLC Realty - Minocqua	
Kent Stenmark	Eliason Realty of the North - LOL	

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



"Christmas is forever, not for just one day. For loving, sharing, giving, are not to put away." - Norman Wesley Brooks

## 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, January 21st

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 order Business Boosting Sessions from NAR's annual conference by 12/31, you will receive **Virtual Viewings: Using Technology to Show Properties** webinar (\$30 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 160 Member offices comprised of over 570 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)