

The Realty Review

Northwoods Association of REALTORS® & Greater Northwoods MLS®

President's Message

Andy Harris, NWAR

Tis the season to be thankful and on that note, here are some of the many who deserve thanks for their service in leading our association over the past year (or more):

Thank you Past President **Pete Rondello**, Treasurer **Jon Long** and all the Directors who volunteered their time and consideration to keep our needle pointed north.

Thank you long-time committee Chairs like **Cheryl Eskridge** (RPAC & Membership/ Orientation), **Adam Redman** (Legislative & Fair Housing), and **John Morris** (Bylaws) who also volunteered countless hours and efforts over the years in service to fellow Members. Recruiting for our RPAC auction, reading over pending legislations, or rewriting bylaws isn't always as glamorous as each sounds, but these three and others take their role to heart and always give a maximum effort.

Thank you to the fresh faces stepping up as new committee Chairs like **Ashlei Smith** (Education), **Tynan Anderson** (Professional Standards), and **Vanessa Giles** (Diversity, Equity & Inclusion) who did a fine job this spring leading our first DEI action: meeting LUHS students to talk about homeownership and careers in real estate. Vanessa welcomes anyone who agrees "variety is the spice of life" to join our new DEI Committee in its mission to engage and inspire people from all walks of



life - both within our association and local communities.

Thank you Sara Mortensen, Chris Seeliger, and the many others who agreed to share their expertise by teaching a Lunch & Learn class this season. On that note, make sure to sign up for the rest of our current L&L season if you haven't yet!

Thank you Salvation Army bell ringers for helping fill the kettles again in 2022

and the many others who volunteer in your community throughout the year. Note that if you send Matt an action photo of yourself volunteering in your community, you can choose a free REALTOR-branded gift from NWAR: scarves, santa hats, gloves & more!

Thank you to all who attended, sponsored, donated, and/or joined in fundraisers held at our three annual events. I've heard our events are unusually large for our size, which I credit to our shared goal of cordial cooperation to always put our clients and customers first.

Last but not least, I thank and congratulate 2022 Distinguished Service Award winners Pat Hugunin & Dan Huhnstock for the many years each has provided exceptional service to their customers, their community and our association!

Happy Holidays and let's do it again in 2023! Andy

The Buzz:

- 2022 NWAR Distinguished Service Awards
- Jan Lunch & Learn: "Recession-Proofing Your Business"
- WRA Free Virtual Forums -Starting Jan 5th

Affiliate Spotlight

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WRA REALTOR & Government Day - April 26

Each spring, REALTORS throughout the state head to Madison for WRA's **REALTOR & Government Day**. This is your single best opportunity to meet with state legislators and advocate on issues affecting your business, your clients and the real estate industry.



Attendance to RGD is free for all WRA Members and includes a keynote speaker address (most likely Governor Evers), advocacy issues briefing, Capitol Hill visits and a post-event reception with complimentary drinks and hors d'oeuvres. NWAR also has a travel stipend budget for RGD attendance that is divided evenly among any NWAR Members who drive to Madison to attend. New in 2023 is that RGD attendance is now eligible to replace **CE credit for one course** during the 2023-24 biennium.

RGD Info & Free Registration: <u>bit.ly/WRA-RGD23</u>

Inside This Issue:

GNMLS President's Message	2
Affiliates & Sponsors	3
MLS Memo & AE Corner	3
Member Recognition & Moves	4
Monthly MLS & Lockbox Stats	4
About NWAR/GNMLS	5
Xmas Party Recap & Photos	6

Volume 12, Issue 12 Fage 2

President's Message

Dan Pudlo, GNMLS

It was nice to see so many at the Christmas party, and thank you to all who brought donations and/or cash to support Frederick Place. The recent snow and cold should have our trails in good shape for the early part of snowmobile season, which will hopefully bring many visitors up to enjoy our area, support our local businesses and perhaps buy a house if they fall in love with the Northwoods like so many others.

Once again, the GNMLS board had a discussion regarding our advertising programs and continue wanting to improve the content. With the slowing in the market, advertising will once again become more important. Take some time this winter to review your marketing plan to ensure it's timely, interesting and casts a wide net since



buyers may not be as plentiful in the year ahead.

I had a discussion recently about who all sees our MLS listing and sold data. I know from the appraisal side that underwriters, banks, bank review appraisers, and Fannie Mae all dobasically anyone related to a loan process often sees our MLS data. We also license MLS data to vendors like CoreLogic, REALTOR.com and ListHub where it may be shared on

other platforms - I've even had attorneys mention our MLS sheets to me. We of course want potential buyers to see our listing datasheets, but there is also discussion about more widely sharing sold data to ensure buyers and lenders are more informed now than ever before.

Within my discussion the question came up: how accurate are our MLS datasheets? To that end, our board is is always looking to improve our datasheets and welcomes your suggestions in that regard.

To end, I wish everyone a very Merry Christmas and Happy New Year. This is the season of giving, and giving of yourself is the best gift you can give! Dan Pudlo

2022 NWAR Distinguished Service Awards



Dan Huhnstock 2022 NWAR REALTOR Distinguished Service Award

Each year, the NWAR Board selects one REALTOR and one Affiliate Member to receive our equivalent of a Medal of Honor, Nobel Prize, Academy Award and Michelin Star all in one: The NWAR Distinguished Service Award. For many years, a committee chaired by the prior year's REALTOR DSA recipient was tasked with identifying and presenting DSA candidates to the Board for approval. Starting in 2021 though, we created an online nomination form to allow any NWAR Member to nominate someone you deem worthy of consideration for this honor. Doing so helps ensure nobody is overlooked simply by being on the margins of our area and/or because they keep a low profile as humble heroes often do.

It is our privilege to present 2022 NWAR Distinguished Service Awards to REALTOR Dan Huhnstock and Affiliate Patrick Hugunin. Each has made significant contributions to their customers/clients, our association, and the Northwoods community over the years to earn their lofty place in the annals of NWAR history. While both have done many things in their career alone to deserve this honor, we prefer to spotlight how each serves their community: Dan has volunteered as a coach of the American Legion Post 7 Rebels AA Baseball Team in Rhinelander for several years, and Pat



Patrick Hugunin 2022 NWAR Affiliate Distinguished Service Award

serves on the board of the Antigo <u>Trout Unlimited</u> chapter who strive to conserve our watersheds and host an annual Kid's Fishing Day that inspires future generations of sustainable fishing fanatics. Congratulations to Dan and Pat on this well-earned accolade and we thank each for their fine work to strengthen our community!

Thank You Bell Ringers!



Conditions were mercifully milder this REALTOR Ring Day (12/2) than the recent polar plunge. However, ringing a bell for hours takes a toll on the wrist and ears in any weather. Several hearty and heartful souls stepped up again to ring bells throughout our area, and it's our pleasure to share some action photos to recognize their efforts - particularly of note our Tomahawk-area REALTORS who matched their kettle totals to combine for over \$2250 to Salvation Army. Well done, fam!



















NWAR Affiliates

Affiliate Name Affiliate Company Location Phone 715-493-0185 Rhinelander AmeriSpec Inspection Services **Brad Francis** Associated Title & Closing Services Ironwood MI Roy D'Antonio 906-932-6340 906-663-2221 **Big Moose Home Inspections** Bessemer MI **Tom Ruemenapp** Michelle Brettingen 715-627-4336 **CoVantage Credit Union** Antigo 715-627-4336 CoVantage Credit Union Antigo Pam Jansen 715-453-5354 **Crossbridge Community Bank** Tomahawk Deb Duncan Crossbridge Community Bank Tomahawk Jennifer Nerva 715-453-5354 **Gowey Abstract & Title** Minocqua Mike Brandner 715-356-3000 Park Falls 877-977-4949 **Home Warranty Inc.** Jason Probst IncredibleBank Minocqua LeAnn Hayden 715-358-9319 **Knight Barry Title Service** Minocqua **Patrick Hugunin** 715-439-4114 **Nicolet National Bank** Eagle River Leah Brown 715-479-8484 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 715-358-7070 Minocqua **Tim Sanderson** People's State Bank Rhinelander **Hunter Piasecki** 715-369-3934 **Shoreline Title Services** Minocqua 715-482-7022 The Cayo Group at Novus Mortgage Dee Cayo **Eagle River** 715-479-4070 Vilas Title Services **Rick Ernst** Wisconsin Benefit Planning Minocqua **Charlie Ouimette** 715-356-2300

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



MLS Memo



Lon Fisk - lon@northwoodsrealtors.org

Sometimes there is confusion with the terms we use. Only two types of listing contracts are allowed to be marketed in a MLS per NAR rules: "Exclusive Right to Sell" or "Exclusive Agency". Here are the definitions NAR provides to local boards and MLSs for each:

Exclusive Right to Sell: The seller(s) agree(s) to pay the listing broker a commission regardless of whose efforts bring a buyer. There could be named exceptions and they would not pay a commission if sold to those people.

Exclusive Agency: In this contract, the seller(s) agree(s) to pay a commission if the property is sold through the efforts any real estate broker, but if the property is sold solely through the efforts of the seller(s), then the seller (s) is not obligated to pay a commission to the listing broker.

Read more at: bit.ly/NAR-ListingDefs

MLS Tip: If you use Windows 11 (22H2), you can use the wheel as a center button to open folders in a new tab on file explorer.

NAR Window to the Law: Real Estate Teams

NAR's **Window to the Law** video series
provides REALTORS
with risk identification



and mitigation advice, updates on industry legal issues, best practices for real estate professionals and more.

The December video "Legal Issues for Teams" discusses rules and concerns that brokers and agents should beware of when forming agent teams. While there are benefits to the team approach, there are also some pitfalls you must take care to avoid. Watch this helpful NAR video at: bit.ly/3YBAHa2

NEW REALTORS: We recommend viewing NAR's New Member "Must Watch" List of *WTTL* vids at: bit.ly/3hKg8rl



"How Inflation & Mkt Volatility May Impact Your Retirement Plan" Wed 1/11 1-2pm (\$10): bit.ly/3QBZIxV

WRA November Home Sales Report: wra.org/HSRNov2022



AE Corner

Matt Seegert - matt@northwoodsrealtors.org

RE & Bus. Entity Lic. Renewal: If you did not renew your WI real estate license and/or business entity license by 12/14, you are putting yourself, your broker and firm at risk if you continue practicing until you have renewed. See here for RE & business entity license renewal info: bit.ly/3q0urjn. WRA also has FAQs here: wra.org/CEFAQ. Please renew ASAP or if not renewing, send the Notice of Termination form to the DSPS and email me a copy so we can remove your license from your firm and terminate your NWAR Membership.

Free WRA Forums & Line by Line: No WRA Winter Convention this year, but WRA does have free live virtual forums starting in January - see more next page. Note also that WRA recently made their "Line by Line" forms training free for Members. Take a snow day or two this winter to boost your understanding of WB forms you use regularly or if you prefer, learn more about some forms you don't know very well: wra.org/linebyline

Happy Holidays & hello sledding season!!

AE Tip: Here's our December press release that went to a few local papers recently: bit.ly/3Vv7taf

REALTOR Anniversaries

Congratulations to the following Northwoods REALTORS celebrating a quinquennial anniversary this month:

20 Years:

Bryan Dahlin - First Weber, Rhinelander

30 Years:

Sandy Riley - Coldwell Banker Mulleady, Mani. Waters

Members who attend a general meeting within 1 year of anniversary will receive a free anniversary pin. All others may order a pin (cost \$10) by contacting NWAR.

2023 NAR Real Estate Forecast

SFH medians for our region are up 15-19% YOY despite higher mortgage rates - likely since many are buying with cash or plenty down. Low inventory and the remote work revolution have surely helped our situation.

Year Unit Sales Home Price Dollar V	
	olume
2019 0.0% +4.9% +59	6
2020 +5.6% +9.1% +15	%
2021 +8.5% +16.9% +25	%
2022 estimate -16.2% +9.6% -69	6
2023 forecast -7% +0% -7%	6
2024 forecast +10% +5% +15	%

However, many are pondering if the slight downturn in 2022 will continue and for how long or deep.

NAR just published a 2023 forecast in which economist Lawrence Yun foresees -7% unit sales next year on flat medians before growing again in 2024. CoreLogic and BrightMLS were a bit less optimistic, though all seemed to agree that medians and sales will stay above 2019.

Read NAR's 2023 Forecast at: bit.ly/3YrmDzV

Up North Update

On/Off	Mediar	n Price	Units		
Water	2021	2022	2021	2022	
SFH Off	140,000	161,600	1361	1213	
SFH On	325,000	387,250	1253	940	
Land Off	31,500	35,000	849	691	
Land On	77,950	80,000	710	404	

Inventory remains historically low with only ~600 active SFHs in all of GNMLS, or just over 400 excluding those with accepted offers. This equates to ~2.5 MOI which is comparable to statewide figures reported by WRA. Price appreciation has slowed of late as higher mortgage rates reduce affordability, but word around the water cooler is we still have plenty of interested buyers.

While we remain in a seller's market at present, it's trending toward a more balanced market. Anyone considering selling would be well-advised to delay no further!

Lockbox Latest

GNMLS Actives (exc land/comm): 680 LB Participants Actives: 500 (74%) Eligible Listings w/LBs: 208 (42%)

GNMLS Lockbox Resources: bit.ly/GNMLS LBs



FAQ of the Month

"What happens to a listing that expires with an accepted offer?"

A listing that expires with an accepted offer should remain in the MLS, in its current "Active O/C" status, so you can complete the status changes and mark it sold after the sale has closed.

FREE WRA Virtual Forums

WRA has free 30-minute virtual forums this winter as follows:

Jan 5th - "Energy Efficiency", Jan 19th - "Snowbirds", Feb 2nd - "Tax Tips & Tools to Eliminate the Shoebox"

Register for Free at: wra.org/blf

Jan 11 L&L: Recession-Proofing Your Business

Broker-Owner and NWAR Education Cmte Chair Ashlei Smith will join us at the board office Wed 1/11 from 11:45a-1:00p for a "Recession-Proofing Your Business" Lunch & Learn. While we certainly hope this L&L is just for (distant) future reference, a modest correction is possible following the past few years that rewrote the record books for Northwoods home sales.

Please fill out the link below to let us know of any upcoming L&L classes that interest you and mark your calendar accordingly, and we will email a reminder as the date approaches to confirm your attendance.

NWAR LUNCH & LEARN REGISTRATION: bit.ly/NWAR-LNL

LUNCH 🕹 & 👃 LEARN

Date	Lunch & Learn Course - Venue
Jan 11	Recession Proofing Your Business w/ Ashlei Smith - NWAR Office & Virtual
Feb 8	WI Forms & Legal Update w/ Tracy Rucka - <i>NWAR Office & Virtual</i>
Mar 8	Land Sales 101 w/ Jonathan Long - TBD & Virtual

REALTORS® on the Move I = New NWAR Mbr

I = New NWAR Mbr * = New GNMLS Ofc ^ = Closed MLS Ofc

New GNMLS Subscribers:

Name	Office
Jared English	HomeStory RE* - Austin, TX
Kristen Fronek ¹	Wolf River Realty - Antigo
Theresa Hackbarth ¹	Century 21 Burkett - Three Lakes
Dai-Dai Liu ¹	Miller & Associates - Three Lakes
Sue Torres ¹	First Weber - Park Falls

Transfers & Releases:

Name	From	То
Peggy Ausloos	Eliason Realty - St Germain	
Serena Blume	Homeland Realty - Crandon	
Lina Bozenoviene	Coldwell Banker West Bend	
Jonelle Bradley	Integrity Realtors - Antigo	
Anthony Cirilli	Cirilli Appraisal [^] - Rhinelander	
Rick Denton	Integrity Realtors - Antigo	
Scott Erno	SE Realty [^] - Arbor Vitae	

Transfers & Releases (cont'd):

Name	From	То
Ed Foxe	Eliason Realty - St Germain	
Susan Fuller	Century 21 Ace [^] - Appleton	
Alexandra Hafemeister	Northwoods Community Realty - Tomahawk	
Vince Hoehn	Century 21 Pierce - Manitowish Waters	
Kimberlee Holbrook	Century 21 Northwoods Team - Crandon	
Daniel Johns	Redman Realty Group - Minocqua	Century 21 Pierce - MW
Angi Keeley	Exit Midstate Realty - Weston	
Brenda Kreiner	Birchland Realty - Phillips	
Andrew Lindgren	Lakeplace.com/Vacationland Props - Mnq	
Jennifer Lindgren	Lakeplace.com/Vacationland Props - Mnq	
Athena May	1st Class Real Estate Impact - Green Bay	
Ed Perko	Century 21 Pierce - Mercer	
Tammy Stegall	Shorewest - Northern Realty - Mountain	
Christopher Stevens	OJO Home [^] - Plymouth, MI	
Brenda Stiegman	Re/Max Property Pros - Minocqua	
Brittany Voigt	Century 21 Ace [^] - Appleton	·
Kelly Weiler	Exit Greater Realty - Wausau	·

Board of Directors 2022-23

(Area code 715 unless otherwise noted)

Northwoods Association of REALTORS®

Greater Northwoods MLS®

Officers (Term'	<u>'):</u>	Officers	(Term [^]	<u>):</u>

Directors (Term-Year - limit 2-2):	452 2265	Directors (Term-Year - limit 2-2):	
Pete Rondello, Past President	358-0450	Ed Choinski, Past President	493-7827
Jon Long, Treasurer (1)	996-2251	Jackie Leonhard, Treasurer (1)	453-2673
Ed Raasch, President-Elect	224-3800	Adam Redman, President-Elect	358-0450
Andy Harris, President	543-8900	Dan Pudlo, President	547-3033

Tynan Anderson	(1-2)	453-3365	Kathy Flannery	(1-1*)	889-0330
Tom Bird	(2-2)	356-9521	Jim Mulleady Jr.	(1-1)	479-1774
Kim Brixius	(2-2)	453-1188	jiiii iiiuiicuciy ji.	(1 1)	110 1111
Kristin Gullickson-Wild	l (1-1)	356-4457	Chris Raasch	(1-1*)	224-3800
Ryan Hanson	(2-1)	358-5263	Steve Petersen	(1-1*)	614-3878
Cliff Kolinsky	(1-1)	547-3400	Adam Speer	(1-1*)	339-2181
Janel Pagels	(1-2)	525-1008	-		
Paul Ross	(1-2)	762-3276	Julie Winter-Paez	(1-1)	480-4333

[^] President, President-Elect and Past President terms are 1 year each; NWAR Treasurers may serve up to two 2-year terms; GNMLS Treasurers up to two 1-year terms. * - Appointed/elected to <= 1-year term to fill vacancy.

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

Next Board Meetings: Thursday, January 19th

GNMLS - 8:30am NWAR - 10:00am

Meetings are (usually) the third Thursday monthly - Members always 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 make a minimum \$9.95 purchase from the REALTOR Store by 12/31, you will earn a free How to Rock Your Instagram webinar (\$30 val) PLUS a chance to win a \$250 Visa gift card from .realtor.

Earn your MVP reward at: MVP.REALTOR

Northwoods Association of REALTORS® & Greater Northwoods MLS®

PO Box 377 715-356-3400 Phone: 320 Oak St. Suite B 888-399-2118 Fax: 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)









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 470+ 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 200 Member offices comprised of nearly 700 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







The halls were decked in festive adornments at Eagle Waters Resort for this year's NWAR/GNMLS Christmas Party on Wed 12/7. Over 100 guests weaved through snowy backroads to join us in good tidings starting with a lovely appetizer spread beside the hearth and culminating in yule log cake dessert before a moonlit sleigh ride home.

Event emcee and **NWAR President Andy Harris** began by recounting our blessings after another strong year in 2022 that wasn't far off the record-smashing pace of 2021. He followed by inducting three new REALTORS, recognizing two quinquennial service anniversaries, and congratulating **Pat Hugunin** who received a well-deserved **2022 NWAR Affiliate Distinguished Service Award**. You da man, Pat!

RPAC Chair Cheryl Eskridge also took a turn at the podium to thank our 2022 RPAC Champions whose \$100+ investments helped us reach our annual goal just a few days before the dinner.

Thank you to all who attended and helped us stuff the stockings at Frederick Place again in 2022. Merry Christmas & Happy New Year!

REALTOR Anniversaries



Tom Bird (10 Yrs) & Janel Pagels (5 Yrs)

2022 RPAC Champions

Full list forthcoming in Jan newsletter!



Welcome New REALTORS!



Andy recited the magic words that turned John Baird, Anita Theiler and Dave Long into full-fledged REALTORS. Wisely left unsaid was the part about 120-hour workweeks each summer.



Christmas came early for NATH 50/50 winner Connie Brayton who scored \$700 and promptly booked a trip to that posh hotel from "White Lotus".









Frederick Place Drive

We overfilled the sleigh with Frederick Place wishlist items, and REALTOR + NATH volunteer Lisa Alsteen joined NWAR President Andy Harris in delivering them along plus a \$950 check from money raised that evening to Katie and the fine team NATH - Frederick Place.





THANK YOU APPETIZER SPONSORS!



Deb Duncan & Jennifer Nerva - Crossbridge Community Bank
Kim Swisher - Kim Swisher Communications
Patrick Hugunin - Knight Barry Title Group
Maryann Fath - Northwoods Title & Closing Services
Lisa Alsteen & Julie Engels - Redman Realty Group



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