

The Realty Review

Volume 10, Issue 2



Northwoods Association of REALTORS® & Greater Northwoods MLS®

President's Message

Jon Long, NWAR

Hello All! Typically I try and plan a vacation in our "slow time" being Jan-Feb before the spring listing season begins, but this year has been anything but slow! I hope you are all as busy as ever! Although we may be busier than normal, there are still plenty of educational opportunities in the next few months before things get really busy again.

Classes include a special panel discussion March 12th on USDA and WHEDA loan programs (free catered lunch & networking afterward), Professional Standards training (*volunteers always needed!*), several NAR designation/certification webinars (NWAR Members get a \$100 award for earning new designations), Lunch & Learns and last but not least, LIVE CE with Tracy Rucka in late April and early May. Read on in this newsletter, visit the NWAR homepage or view the MLS popup messages for more info.

Contact President-Elect Andrea Krueger or Matt by Wednesday 2/26 if you are interested in possibly running for a seat on the NWAR Board. We meet monthly for 1-2 hours and Directors serve a 2-year term



starting in October. Fresh faces are always good to have in any boardroom and if you want to see what it's all about first, we welcome you to stop in and spectate at a board meeting (we have donuts!). Our various committees are likewise happy to add volunteers. [View our committee list](#) and contact the

Chair or board office to learn more about any that interest you.

The NWAR Family Scholarship is accepting applications until April 1st (ed: see page 2), so make sure your graduating son or daughter applies for a chance to receive \$500 or more in college cash!

Mark your calendars for June 4th for our annual Golf Outing and Election Dinner (tentatively at St Germain Golf & Whitetail Inn). We're working on the details and will put official word out soon!

Stay safe out on the lakes and trails as we wind down a snowy but mild winter. Personally, I say bring on the sunshine and mojitos! As always, please don't hesitate to reach out to me with any questions or concerns you have.

Jon

The Buzz:

- **NWAR Family Scholarship - Apply by April 1st**
- **"Social Media for REALTORS" Lunch & Learn - Antigo Mar 4**
- **LIVE Real Estate CE - Minocqua Apr 30, May 1 & 4**

New Affiliate Spotlight



At Northwoods Property Inspections, we provide a comprehensive, professional and unbiased inspection report in a simplified format so you can help your customers and clients make informed decisions. Within 24 hours after the inspection has been completed, you and your client will receive an email link to download your report which includes photos and diagrams explaining our findings. We look forward to helping you with your property inspection needs!

Michael Weidman

WI Certified Home Inspector

Park Falls

Ph: (715) 934-9105

NorthwoodsPropertyInspections.com



USDA/WHEDA Panel Discussion - March 12

We are heading back to the **Quality Inn Rhinelander** on **March 12th** with another special spring seminar. This year's offering will be a panel discussion covering **USDA, WHEDA & FHA loan programs**. USDA Area Specialists Shane Heimerl and Seng Vang will be joined by WHEDA Executive Nicole Kane and Underwriter Jane Alvis and local Appraiser Chris Seeliger.

This class will run from **10am-noon** and will be followed by a catered lunch and networking until 1pm. Attendance is free for NWAR Members and \$10 for all others. Our guest speakers have asked us to gather any questions you have about these programs in advance, so please register ASAP and make sure to list any questions you have when filling out the registration form:

Details and Registration: bit.ly/NWARSeminar2020

Please contact Matt at NWAR to inquire about sponsorship opportunities.



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President's Message

Jackie Leonhard, GNMLS

We are asking that if you are an MLS Participant Broker/Owner and you would be interested in serving on the GNMLS Board, please notify me by March 10. We are getting close to the launch of ShowingTime's MLS-wide release on March 3. Watch for training webinar opportunities coming the week of March 2. Initially, all offices will be active with ShowingTime, but you may choose to opt-out of using the system if you wish to. If your office already uses ShowingTime, this is going to be a great addition to your systems. If you are just an agent that likes to schedule showings with a click of a button, you will also see the benefit of the integrated system!

Remember to change your MLS system use to Xposure because 2020 will be the last year for Express and Interface. Now is the time to learn rather than your busiest season coming up. Note



that provided Microsoft changes don't break it, Interface desktop will remain available in 2021 at an individual fee of \$30.95 per month.

Lockboxes – on average fewer than half of the white Bluetooth (BT) lockboxes are being used on current active listings and overall inventory remains low. For these reasons, the MLS Board may postpone the purchase of additional lockboxes. Check your SentiLock account to verify that assigned lockboxes are on active rather than off-market listings. Boxes

on off-market listings should be removed promptly from the properties and changed to "Unassigned" when returned to your office. Remember as well to complete firmware updates on the Bluetooth (white) boxes for better battery life and functionality. If your office has < 50% of the Bluetooth boxes on active properties, the MLS office may ask you to return some to reassign to firms with higher lockbox usage rates. Should GNMLS buy more Bluetooth boxes, firms with > 50% active usage of their Bluetooth boxes will likely receive additional new lockboxes.

I just got back from CE in Las Vegas. Getting some warm sunshine on my face is making me want spring to come sooner than later. Let's hope for an early melt! Until then, I'll keep snowmobiling.

Jackie

NWAR Family Scholarship



The **NWAR Family Scholarship** is accepting applications now through **April 1st 2020**. This is open to all students graduating from high school or the equivalent this year whose parent or legal guardian is an active NWAR Member (REALTOR or Affiliate) in good standing since April 1st 2019 or earlier.

A maximum of six qualified applicants will receive a single (nonrenewable) scholarship award ranging from \$500-\$1000, and all scholarship recipients will be invited to attend our election dinner on June 4th in St. Germain (details coming soon) to be recognized.

Details & Application: bit.ly/NWARFS20

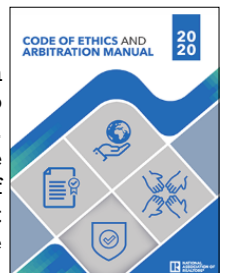
NOTE: Application must be received by April 1st to be considered.

Professional Standards Class - Apr 2

One of the core purposes of a local REALTOR association like NWAR is to facilitate resolving disputes between two REALTORS or between REALTORS and the public. Professional Standards processes help to ensure we uphold the lofty standards of the REALTOR Code of Ethics, and they help save precious time and money that might otherwise be spent hiring an attorney to resolve disputes in a courtroom.

Our PS Committee needs more trained REALTOR volunteers to ensure we do not have to lean heavily upon any one volunteer, so we strongly encourage you to join the committee by taking a 1-day training course. Attending won't only help the committee - it will also help you better know what pitfalls to avoid being on the receiving end of a complaint. Please consider attending our upcoming Professional Standards webinar from 9a-3:30p on April 2nd at our office in Woodruff - course is free for NWAR Members and a catered lunch will be provided.

Details and Registration: bit.ly/NWAR PST



NAR Designation Webinars

A plethora of NAR designation webinars are coming up at the NWAR board office: **SRES** in March, **RSPS** & **ABR** in April, **PSA** in May and **CRS** in September. NWAR Members who earn a new designation by September can also earn a \$100 education incentive award from NWAR, and those with a \$35 timely renewal coupon can redeem it as a rebate after completing any of these courses (even if you don't earn a new designation at that time).

Learn more at: bit.ly/NARDesig20



Live Real Estate CE - Apr/May



NWAR is offering **live CE April 30, May 1 & 4** at The Pointe Hotel in Minocqua led by WRA attorney Tracy Rucka. NWAR members who complete all 6 (2/day) courses will earn a "6-for-5" rebate afterward and those with a \$35 timely renewal coupon can redeem it afterward for a total rebate of up to \$62. **See more at:** bit.ly/NWARCE2020
Please contact Matt if you are interested in sponsoring breakfast on any of the above dates.

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
IncredibleBank	Minocqua	LeAnn Hayden	715-358-9319
JP Home Inspections	Rhineland	James Pueschner	715-360-7228
Knight Barry Title Service	Minocqua	Patrick Hugunin	715-439-4114
mBank	Eagle River	John Hietko	715-477-3841
mBank	Eagle River	Cathy Humbaugh	715-477-3885
Northern Title & Abstract	Rhineland	Al Manc	715-365-5000
Northwoods Property Inspections	Park Falls	Michael Weidman	715-934-9105
Northwoods Title & Closing Services	Eagle River	Maryann Fath	715-479-6459
Oneida Title & Abstract	Rhineland	Jeanne Smith	715-362-3348
People's State Bank	Eagle River	Val Dreger	715-479-1794
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

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](#)

Personalized mortgage loans on-
time, every time at loanDepot.com



Photography by Shelly

Minocqua
Shelly Huske
Ph: 715-614-2551

[MinocquaPhotography.com](#)

Standing out visually is your best
lead to landing your next client!

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

NWAR Spring Press Release

NWAR will send a general press release to local media soon to inform the public on the local real estate market. Please read it at bit.ly/NWARSpr20 and let us know what you think. Should the media contact your office for an interview, please notify the board office so we can go over some talking points in advance and monitor for news story.

MLS Memo



Lon Fisk - NWARLonF@gmail.com

MLS rules say only the main house may be used for square footage, beds and baths. Guest quarters or other may be noted in the general remarks and there is a place to check Guest Cottage in the Exterior Features. This is also a national ANSI and AMS standard. An excerpt from ANSI Z765-2003 says, "Finished areas that are connected to the main body of the house by other finished areas such as hallways or stairways are included in the finished square footage of the floor that is at the same level. Finished areas that are not connected to the house in such a manner cannot be included in the finished square footage of any level."

Septic: "Conventional" means a non-municipal normal drain field in our MLS. "City Sewer" means it is connected to a municipal system. "Septic Installed" is used with a vacant lot to indicate the system has been put in.

Watch for new Waiver Forms and news for complying with NAR Policy 8.0 (MLS entry 1 day following public marketing).

MLS Tip: To leave the Autoload entry screen without saving changes just close the Tab for it. (Cancel will clear ALL fields.)

APPRAISAL CONFERENCE



WRA Appraisal Conference March 10-11 | Wisconsin Dells

Course Titles:

- 2020-21 7-hour National USPAP Update
- Supporting Adjustments in Residential Appraising
- Technology in Residential Appraising
- Supporting Your Report

Registration:

wra.org/appraisalconference



Special thanks to **Adam Redman** and **Heidi Reiter Kramsvogel** for attending REALTOR & Government Day in Madison on 2/5 to discuss the issues with our state legislators. View the R&G Day program outlining some of WRA's 2020 legislative priorities at: bit.ly/RGDay2020

AE Corner



Matt Seegert - NWARMatt@gmail.com

Congrats to **Steve Peterson** who earned the [ABR designation](#) and a \$100 education incentive award from NWAR. **Cheryl Eskridge** also upped her game by completing NAR's free [C2EX endorsement](#) course which also earned her a \$50 award from NWAR.

The [NWAR Bylaws](#) were revised this month by NAR mandate to reflect a new 3-year Ethics training requirement. No further revisions are planned for 2020.

Contact Andrea Krueger ASAP if you are interested in serving on the NWAR Board of Directors; our **Nominating Committee** meets Thursday 2/27.

We are confirmed for the **Golf Outing & Election Dinner** on **Thursday 6/4** in St. Germain. Details will be coming out in a future newsletter - save the date for now!

Good news on the broadband front as the [FCC is considering opening TV white spaces](#) to providers who hope to help close the rural broadband gap. Read NWAR's letter of support at: bit.ly/NWARFCC20.

AE Tip: Beware suspicious text messages that claim to be from someone you know that ask you to send an e-gift card or something else of value. It may be a **"smishing" scam!**

REALTOR Anniversaries

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

15 Years:

Anthony Cirilli - Cirilli Appraisal, Rhinelander
Samantha Votis - Action Real Estate, Crandon

10 Years:

Anthony Tebo - Tebo Lakewood Realty, Lakewood

5 Years:

Cliff Kolinsky - C21 Burkett & Assoc., Land O Lakes

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.

Waterfront Resources Links

We were visited at the November board meeting by Bob Thome and Bob Martini from Oneida County Lakes and Rivers Association plus a few of their colleagues. They discussed the impact of water clarity on property values and how riparian owners can help protect our waters. At their request and with the board's approval, we added a collection of links to the NWAR website that we welcome you to view and share with waterfront property owners at: bit.ly/NWAR_Shoreland

The two Bobs also provided several booklets, pamphlets and business cards that we set out at our Christmas Party, and we welcome you to stop by the board office to browse and take any materials that interest you.

YTD Sales Update

On/Off Water	Median Price		Units	
	2019	2020	2019	2020
SFH Off	114,250	115,000	52	61
SFH On	202,000	253,600	43	44
Land Off	35,000	36,000	27	43
Land On	71,450	90,000	16	17

2019 finished as our 2nd-best year ever behind only 2018. We finished ~100 units and \$5m short of matching 2018 last year, but median prices were up ~4% with DOM down over 12%. It seems like anything worth owning and priced fairly is likely to get offers since buyers are plentiful and anxious. If you have a property that isn't getting offers, it may be time for a chat with the seller about why since a lack of buyers isn't the problem!

2020 is off to a fast start with gains in every stat above versus Jan 2019. Land especially is heating up as low inventory may be pushing buyers toward new construction. Even the dog days of winter are a good time to make hay during this sunshine market!

More stats at: bit.ly/NWAR-Stats

Lockbox Leaders

% Active Listings w/LBs	
Century 21 Ace Realty	100%
England Realty	100%
Eskridge Real Estate	100%
Re/Max Woodlands & Water	100%
Northwoods Community Realty	88%
Re/Max Northern Lakes	80%
Wolf River Realty	79%
Redman Realty Group	74%
4 Star Realty	67%
Bolen Realty	64%

Active Listings (exc land/comm): 1522
 LB Participants Active List: 1310 (87%)
 Eligible Listings w/LBs: 607 (46%)

View SentiLock lockbox training guides, tip sheets and more at: bit.ly/NWAR-LBS

"Social Media for REALTORS" L&L - Mar 4

Join us at for another Lunch & Learn titled "Social Media for REALTORS" class on **Wednesday 3/4** from 11:45a-1:00p at CoVantage in Antigo. NWAR Sponsor Kim Swisher of Kim Swisher Communications will show you how to reach new customers and clients, strengthen existing relationships and most importantly, get your properties sold using Facebook and other social media marketing techniques.

Click the link at right to fill out a quick poll (just once per season is fine) to let us know which classes interest you. We will contact you about any classes that interest you as each class approaches to confirm whether you are able to attend.

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

Date	Course Name & Location	Instructor
Mar 4	Social Media for REALTORS CoVantage CU- Antigo	Kim Swisher Kim Swisher Communications
Apr 8	Managed Forest Lots Rhinelander Chamber	Jon Long NWAR President
May 13	Taking Good MLS Photos Rhinelander Chamber	Andy Harris NWAR Education Committee Chair

L&L Schedule & Registration: bit.ly/NWAR-LNL

REALTORS® on the Move:

New GNMLS Subscribers:

Name	Office
Dan Anderson	Lake Homes Realty* - Grand Rapids, MN
Darren Barany	Rieckmann Real Estate Group* - Appleton
Lora Bladow	Re/Max Excel - Schofield
Jeffrey Hautala	Silver Properties Partnership* - Hurley
Donald (Joe) Loos	Loos Appraisals* - Eagle River
Ed Novitzke	Exit Midstate Realty - Weston
Ryan Plisch	Rieckmann Real Estate Group* - Appleton

Transfers & Releases:

Name	From	To
Kathy Flannery	Integrity Realtors - Antigo	Homeland Realty* - Crandon
Rachel Heu	Keller Williams - Green Bay	
Benjamin Parsons	Pine Point Realty - Rhinelander	Re/Max Property Pros - Tomahawk
Allen Siems	EXP Realty - Minocqua	Century 21 Burkett - Wall Street ER

"The only place success comes before work is in the dictionary." - Vince Lombardi

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



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
Ron Welnetz, Past President	627-4885

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
(Vacant), President-Elect	
Dan Pudlo, Treasurer (1)	547-3033
John Misina, Past President	479-4431

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

Jerry Burkett	(2-2)	479-3090
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:

Wednesday, March 18th

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 login to the Center for REALTOR Financial Wellness at FinancialWellness.realtor and take the Online Financial Assessment by 2/29, you will earn a free "The Who, What, Where & How of Live Streaming & Video Marketing" webinar (\$30 value).

Claim your MVP reward at:

MVP.REALTOR.ORGNWAR Committees, Chairpersons & Duties: <https://northwoodsrealtors.org/committees>

Northwoods Association of REALTORS® & Greater Northwoods MLS®

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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 170 Member offices comprised of over 480 brokers, agents and appraisers.

NWAR & GNMLS on the Web:

NWAR Homepage: NorthwoodsREALTORS.orgMember FB Group: Facebook.com/Groups/NorthwoodsREALTORSbit.ly/NWAR-FBbit.ly/NWAR-TWbit.ly/NWAR-YTbit.ly/NWAR-LI