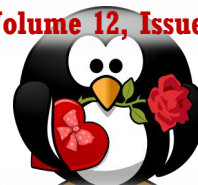




The Realty Review

Volume 12, Issue 2



February 2022

Northwoods Association of REALTORS® & Greater Northwoods MLS®

President's Message

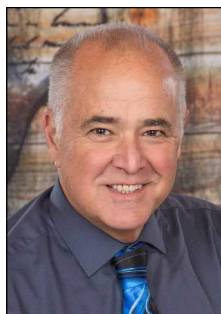
Pete Rondello, NWAR

Greetings, Friends! I hope you're enjoying winter in the Northwoods, and perhaps a quick trip to the warmer parts of the world to thaw out here and there!

Speaking of fast trips, thanks to Adam Redman, Jim Mulleady Jr., and Linda Long who joined me in Madison recently for Realtor and Government Day. Over the history of this event, Realtors have been very successful in advancing legislation that benefits private property rights, protecting our clients and enhancing our livelihood. We were greeted by Governor Evers and lawmakers from all parts of the Badger state. Topics included workforce housing, perpetual easement rights, and HOA information availability. Time well spent!

Check your local media for our year-end review, outlining the amazing accomplishments of Realtors and affiliates in 2021 for the blazing record of sales throughout the North. This article was just released and should provide good market data for your customers and clients.

Is 2022 the year you'd like to serve the association in an official capacity? Andy



Harris, incoming President and Nominating Chair, is looking for people just like you that would enjoy taking a turn on the Board of Directors. Similar options are available to broker/owners on the GNMLS Board. Contact Andy, Matt, Lon, or Ed Choinski if you have interest, and thank you! Elections will take place this summer, with installation of successful candidates at our autumn membership event.

CE is due this year, and I'd like to thank those of you who responded to the membership survey to discuss options of on-line or in person CE classes, as well as NWAR social events. We are working on the details of some local CE offerings, with more information coming soon. Matt is also lining up venues for the golf outing, and an evening mixer that you'll want to attend.

NWAR Family Scholarship apps are now being sought - make sure to apply by 4/1! Scholarships can go toward college, vocational/trade schools including real estate licensing and more! Your association investing in your family - that's smart!

Pete

The Buzz:

- **2022 NWAR Family Scholarship** - Application Deadline Apr 1st
- **Earn NAR AHWD Certification for FREE in 2022!**
- **"Time-Saving MLS Tips"** Lunch & Learn - Mar 9th

NEW Affiliate Spotlight

YOUR RURAL PROPERTY LENDER

From home mortgages, construction, unique dwellings, recreational land and more—we have the financing solutions you need. With long-term fixed rate options, Compeer will be the partner your clients need to turn their dreams into reality.



JESSICA HELD
Lending Officer
Jessica.Held@compeer.com
(920) 926-2880
NMLS #910242



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2022 Real Estate CE: Options Abound!

WRA is offering **live Zoom CE** classes for REALTORS statewide on **March 8th, 15th & 22nd** - two per Tuesday starting at 8:30a and 1p. Make sure you logon first to get the WRA Member rate of \$27 per course at: bit.ly/WRA-VCE22

NWAR is hosting live virtual CE March 31st, April 7th & 14th (Thursdays) at **The Pointe in Minocqua** with instructor **Tracy Rucka** joining remotely. Cost is \$27 per course for Members and taking all 6 with NWAR will earn you a \$27 rebate check from NWAR afterwards. Register at bit.ly/NWAR-LiveCE22. NWAR Affiliates may contact Matt to inquire about sponsorship.

We will also offer **OnSite (video) CE at the NWAR office** - seating limited - starting **4/28 & 10/27** - see bit.ly/NWAR-VidCE22 for registration.

For those who prefer taking **OnDemand (online video CE) with WRA** on your own schedule (6pack discount @ \$21ea), click "Buy Now" -> "On Demand" here: bit.ly/WRA-CEOD-22

NOTE: WRA's CE4 course (at any of the above) is the only CE4 course that the NWAR board accepts to also satisfy NAR's triennial ethics training requirement for 2022-24.



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President's Message

Ed Choinski, GNMLS

If you aren't reading this on a beach somewhere, you are likely dealing with cabin fever since this February sure feels like the longest month of the year. Hopefully spring comes early and summer extends deep into the "-ber" months to make up for it!

Fortunately our real estate business hasn't skipped a beat, and I would argue this upcoming selling season will continue to keep rolling. I always thought if a REALTOR up here could sell all through winter, they'd have a great business.

Speaking of great business, I remind brokers and agents alike to behave as if you own the company. It reflects poorly on all of us when REALTORS leave lights on, forget to lock doors



or in one particular case, leave the front door wide open. Our customers and clients are asked to trust us with one of the biggest transactions they'll make in life, so PLEASE respect the homes that sellers have given us permission to show and trust that we will handle with care. If you have seen situations like this with your properties, don't sweep it under the rug - contact the other REALTOR or

broker to ensure it doesn't happen again. If your precaution seems to fall on deaf ears, it may be necessary to file an ethics complaint to impress upon them the importance of respecting the homes REALTORS are trusted to handle with care.

While my signoff is typically "All you have is your reputation", I'll amend that this month to say "All WE have is OUR reputation" since we all know the adage about one bad apple. *Be a good apple* so REALTORS as a group continue to merit trust from sellers and buyers that we are at all times acting in their best interest.

Ed

Earn AHWD Certification for FREE!

A fine way to set yourself apart as a consummate professional REALTOR is by earning a new NAR designation or certification. **At Home With Diversity** is one such certification that will teach you how to earn the trust of buyers and sellers from all walks of life, minimize potential risks, and shine a spotlight on your dedication to upholding Fair Housing principles.



NAR is offering the 6-hour AHWD course online for just \$99, and this course also fulfills an elective requirement towards the ABR and SRS designations. Additionally, the AHWD application fee has been reduced from \$75 to \$40 thru December 2022. That means you can earn AHWD for just \$139 in 2022, and did we mention that NWAR awards \$100 to Members who earn a new NAR designation or certification? On top of that, our new DEI Committee will reimburse your \$40 AHWD application fee through 12/31/22 which means you will actually be *PAID* \$1 (don't spend it all in one place) to earn AHWD this year!

Earn AHWD Certification FREE (w/ NWAR incentives) at:

www.nar.realtor/at-home-with-diversity



Special thanks to our REALTOR & Government Day attendees for providing legislators with stories that demonstrate the urgency of WRA's 2022 legislative priorities: Workforce Housing, HOAs, Easements, and Foreclosure Equity - and we're certain they mentioned broadband too!

Pictured above are Rep. Rob Swearingen, GNMLS Director **Adam Redman**, NWAR President **Pete Rondello**, Sen. Mary Felzkowski, REALTOR **Linda Long Wohlleber** and Broker-Owner **Jim Mulleady Jr.** Watch WRA's latest **Capitol Insights** video for a R&G Day recap at: bit.ly/WRA-RGD22

NWAR Family Scholarship - Apply by 4/1

The **NWAR Family Scholarship** is open now through **April 1st 2022**. Applicants must be graduating in 2022 from secondary education with a parent or guardian who is a NWAR Member (REALTOR or Affiliate) in good standing since April 1st 2021 or earlier. A maximum of six qualified applicants will receive a single, nonrenewable award from \$500-\$1000 toward post-secondary education: colleges/universities, trade/vocational schools, or licensing courses - including real estate!

Take advantage of this opportunity to help your grad (and likely yourself) save a chunk of change on college. If you know a fellow REALTOR with a graduating student at home, please make sure they see this ASAP!

NWAR Family Scholarship Application (Deadline 4/1/22): bit.ly/NWAR-FS22



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
Compeer Financial	Fond du Lac	Jessica Held	920-926-2880
CoVantage Credit Union	Antigo	Michelle Brettingen	715-627-4336
CoVantage Credit Union	Antigo	Pam Jansen	715-627-4336
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
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	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

KSC
AERIAL MEDIA
REAL ESTATE VIDEO
& PHOTOGRAPHY EXPERTS
715-437-0090
www.KimSwisher.com

Kizorek Photography LLC
Minocqua
John Kizorek
Ph: 715-356-9955
KizorekPhotography.com
Real estate interior, exterior, drone
photography and video.

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Larry Poteshman
Ph: 847-668-1441
loanDepot.com
Personalized mortgage loans on-
time, every time at loanDepot.com

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888.631.9666
sonicnet.us
103 N Railroad St,
Eagle River
SonicNet

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

MLS Memo



Lon Fisk - lon@northwoodsrealtors.org

Defining on/off water status: Care should be made when entering listings that information given the public is truthful and accurate. GNMLS policy states: Waterfront="Yes" is to be used only when the wholly-owned property abuts the water. Deeded access/rights means the homeowner either owns an interest in a waterfront lot or their deed grants them access to waterfront via someone else's property. Deeded Access/Rights - the REALTOR may include the Lake name in the lake field if there is actual deeded non-public rights to lake access, provided the REALTOR also includes deeded access/rights in the site influence and property description. Remarks should indicate if the frontage is shared.

Non-contiguous square footage (guest cottage) may now be included in "Sqft 3rd / Other" and "Fin SqFt Total". This is NOT part of GLA or other floors, total beds/baths, etc. See [GNMLS Policies & Procedures](#) Sec VI. U for the policy.

MLS Tip: This is a great time to inventory your BLE (white) boxes. Only 11% are on active listings so most should be in your office.

ABR Virtual Course



WRA is offering an **Accredited Buyer's Representative (ABR) Designation** two-day virtual course on **April 13-14** where you can gain the talent and tools to serve buyer-clients with the same commitment that sellers usually receive.

Course topics include:

- Value & Role of Buyer's Rep
- Buyer Counseling
- Search-Showing-Selection Process
- Offers & Negotiations
- Contract to Closing
- Building Your Buyer's Rep Business
- Putting it all together & more!

REGISTER: wra.org/ABR_Overview

Note: NWAR Members earning new NAR Designations/Certifications will also earn a \$100 NWAR educational incentive award!



"Amp Up Your Career with C2EX" (and earn \$50 from NWAR!)

bit.ly/WRA-360



Read "Case Law Update" & More WRA Legal Updates:

bit.ly/WRA_LUP



AE Corner

Matt Seegert - matt@northwoodsrealtors.org

Welcome to our newest **Affiliate Jessica Held of Compeer Financial!** See her spotlight on pg 1 and consider including Jessica on any lists you give clients and customers. Speaking of Affiliates, we are looking to offer an Affiliate appreciation & networking event this April and welcome your suggestions for a suitable venue with tasty appetizers and ample space for folks to sashay & mingle!

Policy Updates: [NWAR Bylaws](#) were recently revised in accordance with [NAR-mandated revisions](#) clarifying obligations and privileges of REALTOR Members. We also updated the [NWAR Association Policy Manual](#) (PDF) per [NAR-mandated revisions](#) to allow for virtual hearings and mediation of ethics complaints alleging potential violation of public trust.

We just sent out a **Spring Press Release** that will hopefully be picked up by some local papers soon. Thanks as well to **Kim Brixius** for lending her voice for Saturday WRJO news sponsor ads starting in April! Stay warm and think spring everyone!

AE Tip: Recent news of a [serious zero-day exploit in Chrome](#) is a reminder to manually check at least monthly that your software (OS, browsers & apps) are updated. Not everything auto-updates!

REALTOR Anniversaries

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

25 Years:

Paula Giles - Town & Country Realty, Woodruff

15 Years:

Gary Robinson - First Weber, 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.

Brian Engle Passing

We received sorrowful news that former Northwoods REALTOR Brian Engle passed away at his Conover home Monday February 7th at age 75. Brian was a US Air Force and Vietnam veteran who worked many years at CDW in Gurnee IL. He moved up north and became a REALTOR in May 2006 before marrying Margaret "Marty" Stec in November 2007. He worked with multiple firms before retiring from CB Mulleady in 2012.



Services and a private celebration of life will be held at a later date.

You may view his obituary to share condolences or plant a tree in Brian's memory at: bit.ly/3HV2FF7

Rest in peace, Brian.

YTD Sales Update

On/Off Water	Median Price		Units	
	2021	2022	2021	2022
SFH Off	140,500	140,000	97	83
SFH On	241,000	379,000	73	53
Land Off	25,000	56,250	70	50
Land On	80,000	57,500	48	29

While we're off to a good start in 2022, low inventory and higher interest rates conspired to put us a bit behind the torrid pace of early 2021. On the sunny side, even Phil the Groundhog can't make winter last forever!

The buzzword of late is "affordability", particularly for first-time buyers. Fortunately despite our big gains of late, the Midwest remains the most affordable market per the [NAR Monthly Housing Affordability Index](#), with qualifying income of ~\$43k (@ \$260k median & 20% down) as of Dec 2021, or ~\$47k at present 4% 30yr by my reckoning. WRA is lobbying Madison hard this year for more workforce housing!

More stats at: bit.ly/NWAR-Stats

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

Lockbox Leaders



% Active Listings w/LBs	
4 Star Realty	100%
England Realty	100%
Esckridge Real Estate	100%
Northwoods Community Realty	89%
Re/Max Action North	88%
Century 21 Pierce Realty	60%
Wolf River Realty	57%
Lakeland Realty	50%
Lakeplace.com- Vacationland Prop	50%
Symes Realty	50%

Active Listings (exc land/comm): 564
LB Participants Active List: 425 (75%)
Eligible Listings w/LBs: 171 (40%)

Lockbox Resources: bit.ly/GNMLS-LBS

March Lunch & Learn: "MLS Time-Saving Tips"

Join MLS Coordinator Lon Fisk on March 9th at the board office or virtually for some "MLS Time-Saving Tips". Days are getting longer again but the clocks still seem to be speeding up, so take advantage of this chance to save precious time by boosting your efficiency in adding or extracting data to/from Xposure!

If you have not filled out our L&L registration form since late December when we added the March thru May classes, please click the link below to let us know which upcoming classes interest you. Mark your calendar accordingly and we will email a reminder as the date nears to confirm if you still plan to attend.

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

LUNCH & LEARN

Date	Lunch & Learn Course - Venue
Mar 9	MLS Time-Saving Tips - NWAR Ofc / Webinar
Apr 13	Fair Housing Feud - NWAR Ofc / Webinar
May 11	REALTOR Safety & Self-Defense w/ Gary Engels - NWAR Office

REALTORS® on the Move:

New GNMLS Subscribers:

Name	Office
Jonelle Bradley ¹	Integrity Realtors - Antigo
Paul Ciccone ¹	Zillow Group - Seattle
Eric Eggman ¹	Re/Max Property Pros - Eagle River
Eric Kowski	Alliance Appraisal Group* - Appleton
Greg Ness	Keller Williams - Green Bay and U.P.
Shane Wilmer ¹	First Weber - Park Falls

Transfers & Releases:

Name	From	To
Megan Eckert	Redefined Realty Advisors - Medford	
Heidi Grether	Coldwell Banker Mulleady - Rhinelander	
Don Grundy	EXP Realty - Minocqua	
Cynthia Mayo	EXP Realty - Minocqua	
Christine Murphy	Re/Max Property Pros - Minocqua	
Gerry O'Connor	KW - Fox Cities	
Joe O'Connor	KW - Fox Cities	
Thomas O'Connor	KW - Fox Cities	
Tim Reeder	EXP Realty - Minocqua	
Jon Shields	Redman Realty Group - Minocqua	

¹ = New NWAR Member
* = New GNMLS Office
^ = Closed MLS Office



"Find the good. It's all around you. Find it, showcase it, and you'll start believing in it."

- Jesse Owens

Board of Directors 2021-22

(Area code 715 unless otherwise noted)

Northwoods Association of REALTORS®

Officers (Term[^]):

Pete Rondello, President	358-0450
Andy Harris, President-Elect	543-8900
Jon Long, Treasurer (1)	996-2251
Andrea Krueger, Past President	453-3365

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

Tynan Anderson	(1-1)	453-3365
Tom Bird	(2-1)	356-9521
Kim Brixius	(2-1)	453-1188
Ryan Hanson	(1-2)	358-5263
Janel Pagels	(1-1)	525-1008
Ed Raasch	(2-2)	224-3800
Paul Ross	(1-1)	762-3276
Cassi Rupnow	(1-2)	356-4457

Greater Northwoods MLS®

Officers (Term[^]):

Ed Choinski, President	493-7827
Dan Pudlo, President-Elect	547-3033
Julie Winter-Paez, Treasurer (1)	480-4333
Jerry Burkett, Past President	479-3090

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

Bonnie Byrnes	(1-2)	686-2481
Jackie Leonhard	(1-1)	453-2673
Jim Olsen	(0-1*)	892-1684
Adam Redman	(1-2)	358-0450
Jim Tait	(1-1)	385-2077
Mark Wagner	(1-1)	762-3291

[^] 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, March 17th
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 download the **"How to Farm & Prospect for New Clients"** eBook from RPR by Feb 28th, you will earn a free **2021 NAR Profile of Home Buyers & Sellers** download (\$199 value)!

Earn your MVP reward at:
[MVP.REALTOR](https://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: 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 450+ 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 625 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