



The Realty Review

Volume 13, Issue 2



Northwoods Association of REALTORS® & Greater Northwoods MLS®

President's Message

Andy Harris, NWAR

Happy February and here's hoping everyone is enjoying late winter activities while starting to think about our upcoming transition to spring! Before you know it, we will be enjoying our boats, bicycles and beaches!

In the meantime, we have a busy schedule here at NWAR. With elections coming early June, we will be convening our Nominating Committee soon to prepare a slate of candidates. We are in need of NWAR Director candidates for a term from Oct 2023 to Sep 2025. If you're interested in helping move NWAR forward, please notify Matt or NWAR President-Elect Ed Raasch ASAP!

Coming up in late March, we're holding a special budgetary vote to add \$5,000 to our current budget to rejoin 25 local chambers of commerce throughout our 7-county area. This joint NWAR-GNMLS initiative will allow NWAR to widen its reach by placing flyers at all chamber locations in order to boost traffic to our UpNorthMLS.com search portal and remind people of the many benefits from working with a REALTOR. Also included in this vote will be a poll regarding a possible guest speaker event with Clint Pardoe (clintpardoe.com/speaking). As you



consider your vote for joining the local chambers, please let us know if you would be interested in attending a speaker event with Clint and/or if you have any other speaker in mind.

Later this year, the Wisconsin REALTORS Foundation is planning a "fill a backpack" event in our area for children at

risk of going hungry during school breaks. Details are in the works, but we will be looking for ~20 NWAR volunteers to pack boxes of food for children to take home over school recess. Stay tuned for more info and let Matt know at any time if you're interested in volunteering.

As you prepare for Summer, keep an eye out for educational opportunities coming soon from WRA such as CRS, RSPS, ABR and free virtual forums. We still have a few Lunch & Learns left as well before REALTOR summer recess - read on inside and register soon!

As I write this, Mother Nature is giving us a late Winter blast of snow. Whether you're traveling on wheels, skis or snowmobile, be safe as we transition between snow, ice and the eventual warm up to come!

Andy

The Buzz:

- **Coming Soon: WRA Mini Courses & More**
- **Mar 8th Lunch & Learn: "Land Sales 101"**
- **WRA REALTOR & Government Day - April 26th**

Affiliate Spotlight



Since 1921, Wisconsin Benefit Planning has been helping Northwoods residents save, protect and invest. Whether your focus is:

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Our team has partnered with NWAR to become an invaluable business resource. We have the knowledge and tools to make it simple so you can focus on your core business!

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NAR Legislative Meetings & Trade Expo - May 6-11

Registration is now open for the 2023 REALTORS Legislative Meetings & Trade Expo in Washington DC on May 6-11. Attendance is FREE for REALTORS and guests, but you must register with NAR in advance and book travel accommodations ASAP. This annual event draws around 9000 attendees and is a fine opportunity to meet REALTORS from around the country to expand your professional network.

The schedule is packed with governance meetings, workshops and forums galore - most of which are open to Members. A few noteworthy events are a Residential Economic Issues & Trends Forum May 9th featuring NAR Chief Economist Lawrence Yun, the [NAR Trade Expo](#) May 8-9 with dozens of exhibitors and fun events, and a [REALTOR National Block Party](#) with food and drinks, music and fun at Nationals Park May 9th. Sign up for the whole event or just head in during the 2-day Trade Expo for the main events.

Register Today Online at: <https://legislative.realtor>



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President's Message

Dan Pudlo, GNMLS

The days are getting longer and the sun is starting to feel warm, though the weather of late proves we're not out of the woods yet (but we like the woods anyhow). Many of the winter events are over like pond hockey, and many fishing and outdoor sports shows are gearing up - all signs of spring.

The spring buds and blossoms also herald the start of listing and selling season. I keep asking people I speak with "How ready are you for the upcoming busy season?". At the MLS board, we are continuing to work hard to help you be prepared and get more leads. One thing we are working on to that end is having RealtyServer host classes to help agents get the most out of our Xposure MLS platform. This should help ensure we have better information on listings which in turn



leads to better CMAs, which in turn leads to faster sales and happy customers and clients.

Another goal is to draw more attention to our UpNorthMLS.com portal which would be a big net positive for GNMLS firms and agents. We are therefore looking to help NWAR with the cost to rejoin several local chambers who can help us share materials promoting our consumer portal. Watch for a vote on March 1st to approve budget revisions

allowing for these and other changes and I hope you will vote to approve!

We have a great board now but yes, it is time to seek fresh faces to serve on the new board later this year. If our Nominating Committee asks you to serve, please consider saying yes as it is very rewarding - I promise!

Now during this slow time of the year is the time to enhance your skills, clean up the old paperwork on your desk, and refresh your website and marketing materials. I am very proud of Lon, Matt and the MLS board for always trying to improve and provide the best MLS for all our users. Once again, please contact me if you have any suggestions or comments - I'm always open to new ideas!

Dan Pudlo

Coming Soon: WRA Mini Courses

This Winter, WRA launched a series of free, quick and informative virtual "Business & Leisure Forums" that will conclude with a **"Demystifying Title Work"** 30-minute session at 9am on March 2nd. This spring, WRA is kicking off a new "Mini Course" program of 1-hour virtual and on-demand classes to help you incrementally boost your knowledge on a variety of real estate topics.

Here is the ambitious array of 25 courses WRA has planned:

Advertising	Agency	Mortgage Lending	Asbestos & Real Estate	Brand Development
Community Involvement	Compensation & Proc. Cause	Developing CMAs	Disclosures	Dodd-Frank & Mort. Qual.
Enforceable Contracts	EIFS & Water Intrusion	Housing Types	Impact of Amenities	Keep It Professional
Lake Homes & Environmental Issues	Mold: Beyond the Basics	Odors	Radon & Real Estate	The Inspection Process
Unauthorized Law Practice, Antitrust & Misrepresentation	Mortgage Loan Origination Process	Water Rights, Zoning & Wetlands	Working Safely & Awareness	Working with Sellers

Course dates & details are still being sorted out, but keep an eye on the WRA calendar and consider attending any that interest you!

Learn More at: www.wra.org/mini

WRA Upcoming (Non-Mini) Courses

If you haven't noticed, this month's newsletter theme is education and events - of which there are plenty before we kickoff the summer busy season. Below are courses WRA has coming soon, and note that NWAR Members who earn a new NAR Certification/Designation (eg: CRS, ABR, RSPS) will also receive a \$100 educational incentive award from NWAR!

WRA Upcoming Virtual Courses (click for details):

- Mar 1 - **CRS: Converting Leads Into Closings**
- Mar 14-15 - **RSPS Certification Course**
- Apr 11 - **Bias Override: Overcoming Barriers to Fair Housing**
- May 17-18 - **ABR Elective: Real Estate Investing**
- May 24-25 - **ABR Elective: Marketing Strategy & Lead Generation**

SIDE NOTE: We are again offering a FREE dinner at one 2023 NWAR event to any NWAR Member who has not yet completed NAR's free **Fairhaven simulation** plus **Fair Housing** & **DEI** self-study modules. All are free and can be completed in 1-2 hours total to nourish your mind *and* body! Just email Matt the completion email you receive for each to earn a credit for one free NWAR event dinner in 2023!

LAST CALL: NWAR & GNMLS Board Candidates

The NWAR Nominating Committee is seeking Members interested in running for a 2-year term of office starting Oct 2023 - please contact Matt at NWAR ASAP if interested since the committee meets soon to prepare a slate of candidates.

GNMLS already has a slate pending approval at the March 16th board meeting, but there's still time to add your name without needing 15 signatures for a nomination by petition. Contact Lon ASAP if you're the GNMLS Participant and would like to run!

NWAR Affiliates

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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
Crossbridge Community Bank	Tomahawk	Deb Duncan	715-453-5354
Crossbridge Community Bank	Tomahawk	Jennifer Nerva	715-453-5354
Gowey Abstract & Title	Minocqua	Mike Brandner	715-356-3000
Home Warranty Inc.	Park Falls	Jason Probst	877-977-4949
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 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	Hunter Piasecki	715-369-3934
The Cayo Group at Novus Mortgage	Minocqua	Dee Cayo	715-482-7022
Vilas Title Services	Eagle River	Rick Ernst	715-479-4070
Wisconsin Benefit Planning	Minocqua	Charlie Ouimette	715-356-2300

NWAR Sponsors*

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Your go-to technology experts

Link: bit.ly/NWAR-THL

MLS Memo



Lon Fisk - lon@northwoodsrealtors.org

The MLS Board wants to continue to emphasize the importance of properly measuring homes, as this is a critical factor considered by underwriters and necessary for appraisal information. Yes appraisers measure homes, but they don't measure all the comps that agents input which are needed to justify the price of the home. When the appraiser measures your listing, it needs to match what you put in the MLS. Please follow the basic American National Standards Institute (ANSI) standards as required by regulators. We hope to develop some further training, maybe a video with an appraiser. Begin by reviewing information from our [website](#) and these [NAR tips](#). You may search YouTube for "ANSI Measuring" for some videos you might find helpful – look for those released in 2022 or later for current information. If you are an appraiser and see a discrepancy, the first step should be to contact the agent and help educate them so they can improve their professional representation.

MLS Tip: 2022 is done – remember to pull your Sales – Firm/Agent report in Xposure to save an archive of your yearly sales.

NAR Window to the Law: Copyright Issues

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 February "Ensuring Impartial Appraisals" video featuring NAR Attorney Charlie Lee includes helpful tips to ensure your clients receive impartial appraisals. This quick 3.5-minute video also covers HUD's [Property Appraisal & Valuation Equity \(PAVE\) Plan](#) announced last April.

Watch NAR's February WTTL video at:
bit.ly/3XVkg8e

WTTL "Must-Watch List for New REALTORS": bit.ly/3hKq8rl



LEGAL UPDATE



WRA HOUSING REPORT



"The Basics of LSL Brokerage Firms"

wra.org/LegalUpdates

WRA January
Home Sales Report:
wra.org/HSRJan2023



AE Corner

Matt Seegert - matt@northwoodsrealtors.org

A couple of you have asked about the 2023 NWAR Family Scholarship which opened a bit earlier than usual last year. Discussions are ongoing for possible changes for 2023 and will be sorted soon. Watch for it to open April 1st or sooner, and we will keep it open for a month to allow students adequate time to apply. We will email a letter to each applicant's REALTOR parent or guardian soon after the deadline - hopefully with good news! Since the new WRA program on page 2 covers several common Lunch & Learn topics, we welcome ideas for new topics before starting work on the Oct '23 thru May '24 schedule. Let me know if you have an idea for a future L&L topic (and possible instructor) that would help you and other REALTORS stay "in the know"!

Jim Tait invited me to a Kiwanis lunch in Rhineland recently to update attendees on our local RE market. I gathered info from several sources in a slideshow that, in hindsight, was perhaps a tad too meaty for working lunch fare. Feel free to peruse it if interested at: bit.ly/3KH8Ocf

AE Tip: Stay updated on the overall real estate market by reading NAR's REALTOR Confidence Index Survey at: bit.ly/3ZpsJAI

REALTOR Anniversaries

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

45 Years!!:

Dave Nelson - Coldwell Banker Mulleady, Eagle River

40 Years!:

Chris Dobrinski - Chris Dobrinski Appraisals, MNQ

Judi Schmidt Arnold - Schmidt-Haus Realty, MW

20 Years:

Linda Moore - First Weber, Rhinelander

10 Years:

Ron Garrison - Northwoods Community Realty, THK

5 Years:

Tom Hegeholz - Birchland Realty, Phillips

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.

WRA REALTOR & Govt Day - Apr 26

If you're an avid online political pundit who's grown weary of trying to flip Aunt Dodie (she'll never get it!), WRA instead offers you a FREE chance to impart your wisdom upon our state legislators at REALTOR & Government Day in Madison on April 26th.

NWAR Members who drive down will receive a travel stipend for your time, PLUS one CE credit for 2023-24!

RGD Free Registration: bit.ly/WRA-RGD23

March 8th Lunch & Learn: "Land Sales 101"

NWAR Treasurer **Jon "Land Guy" Long** will join us **Wed Mar 8th from 11:45a-1:00p** to host a **"Land Sales 101" Lunch & Learn**. Prior to becoming a REALTOR, Jon earned a degree in Natural Resource Management and worked as a land sales research analyst. He later worked as an appraisal assistant and discovered his love of real estate. Join us next month as Jon shares his knowledge and love of land sales with fellow REALTORS!

Please fill out the link below to let us know of any upcoming L&L classes that interest you, and we'll send you a reminder email the week prior:

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

REALTORS® on the Move

New GNMLS Subscribers:

Name	Office
Kristi Davis ¹	Northwoods Community Realty - Tomahawk
Luke Durkee	Redman Realty Group - Minocqua
Lauren Ellis	Re/Max Excel - Schofield
Ida Kinsley ¹	Birchland Realty - Phillips
Joshua Koch ¹	First Weber - Park Falls
Shane Lathrop	Century 21 Affiliated - Appleton
Angela Retzlaff ¹	Century 21 Northwoods Team - Crandon
Jesse Salinger	Innovative Real Estate* - Green Bay
Risa Topper ¹	Fathom Realty* - Madison
Marcus White ¹	Eliason Realty - Eagle River

Transfers & Releases:

Name	From	To
Alex Dempsey	Anthony Jennings & Crew - Ashland	eXp Realty - Minocqua
Matt Polacek	SCS Real Estate - Mosinee	
Cami Schroepfer ¹	Re/Max Excel - Schofield	CR Realty - Antigo
Ron Schroepfer ¹	Re/Max Excel - Schofield	CR Realty - Antigo
Tara Stephens	Century 21 Burkett - Eagle River	Redman Realty Group - Minocqua
Mary Thompson	Re/Max Property Pros - Minocqua	Fathom Realty - Madison

Up North Update

On/Off Water	Median Price		Units	
	2022	2023	2022	2023
SFH Off	134,950	155,250	86	52
SFH On	375,500	415,000	54	46
Land Off	54,950	28,500	52	37
Land On	57,500	79,500	31	20

More of the same to start off 2023: low inventory and slower sales, albeit at +10-15% higher YOY medians for SFHs. WRA reports that statewide in January, YOY medians were up +8.5% (so we're a bit ahead), but the North region saw -43% in volume versus -34% statewide. That suggests we're still the hot market and while inventory is low everywhere, WRA reports rural areas are in better shape at 2.6MOI versus 1.9MOI statewide. To summarize, still plenty of folks hoping to move Up North, but not so many are eager to move away. Guess our secret's out!

Lockbox Latest

GNMLS Actives (exc land/comm): 535
LB Participants Actives: 403 (75%)
Eligible Listings w/LBs: 166 (41%)

GNMLS Lockbox Resources:

bit.ly/GNMLS_LBs



FAQ of the Month

"What is the difference between construction types mobile/manufactured and modular?"

Manufactured homes have a HUD tag and a permanent steel chassis. Modular homes were built to comply with local building codes and are set on a permanent foundation.

See FAQ: bit.ly/GNMLS-FAQ

FREE WRA Virtual Forums

WRA has free 30-minute virtual forums ongoing this winter:

Mar 2nd - "Demystifying Title Work"

Register for Free at: wra.org/blf

LUNCH & LEARN

Date	Lunch & Learn Course - Venue
Mar 8	Land Sales 101 w/ REALTOR Jonathan Long - Board Office & Virtual
Apr 12	Zoning Update - STRs & Waterfront w/ Erika Roeder (Iron Co Zoning) & OCLRA - BO & Virtual
May 10	REALTOR Safety w/ REALTORS Andy Gee & Joy Kohegyi (former LEOs) - BO & Virtual

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



"You can't fake listening. It shows."
- *Raguel Welch (RIP 1940-2023)*

Board of Directors 2022-23

(Area code 715 unless otherwise noted)

Northwoods Association of REALTORS®

Officers (Term[^]):

Andy Harris, President	543-8900
Ed Raasch, President-Elect	224-3800
Jon Long, Treasurer (1)	996-2251
Pete Rondello, Past President	358-0450

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

Tynan Anderson	(1-2)	453-3365
Tom Bird	(2-2)	356-9521
Kim Brixius	(2-2)	453-1188
Kristin Gullickson-Wild	(1-1)	356-4457
Ryan Hanson	(2-1)	358-5263
Cliff Kolinsky	(1-1)	547-3400
Janel Pagels	(1-2)	525-1008
Paul Ross	(1-2)	762-3276

Greater Northwoods MLS®

Officers (Term[^]):

Dan Pudlo, President	547-3033
Adam Redman, President-Elect	358-0450
Jackie Leonhard, Treasurer (1)	453-2673
Ed Choinski, Past President	493-7827

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

Kathy Flannery	(1-1*)	889-0330
Jim Mulleady Jr.	(1-1)	479-1774
Chris Raasch	(1-1*)	224-3800
Steve Petersen	(1-1*)	614-3878
Adam Speer	(1-1*)	339-2181
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, March 16th
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 take a guided tour of RPR and print RPR's *Market Trends* by 2/28, you will earn a free **2022 NAR Profile of Buyers and Sellers** download (\$20 value).

Earn your MVP reward at:
[MVP.REALTOR](https://mvp.realtor)

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 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 just over 200 Member firms comprised of ~675 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