

# The Realty Review



Northwoods Association of REALTORS® & Greater Northwoods MLS®

## **President's Message**

#### **Andy Harris, NWAR**

Greetings everyone and I hope this finds you starting off 2023 on a good note. With plenty of snow on the ground, this is the time to enjoy whatever winter activity moves you - skiing, snowmobiling, ice fishing or just curling up in front of the fireplace with your dog and a good book!

My hat is off to those who renewed

for '23 and propelled us to once again be the top mid-sized board in Wisconsin for our participation rate in meeting the RPAC goal! I want to especially thank our two "RPAC Champions", Mike Meyers and Adam Redman, for their generous gifts of \$1,000 or more to RPAC. Thank you fellas and everyone else who donated to the very worthy cause of RPAC!

With just under \$1B in total GNMLS sales, 2022 was another record year trailing only behind 2021. Rising median prices helped offset our inventory shortage throughout the year, and of course rising interest rates characterized the latter half of '22... I hope all of you were able to secure enough listings and/or sales to make '22 another prosperous year, and our 2023 renewal rate is a good sign this was the case for most of us. With that said, the higher interest rates have slowed sales and may bring some relief to our inventory imbalance by next summer. Fortunately we still have a large pool of buyers motivated to become a part of the



Northwoods, though it is prudent to temper seller expectations of fetching full price or more like they might have last Spring.

Each year, a couple dozen REALTORS retire or move on to something else and while we will miss them all and their talents, a couple of particularly long-tenured REALTORS this year opted for a

well-earned retirement. My sincere gratitude and congratulations to 2022 retiring Broker-Owner Linda Falkowski who joined in 1988 and ran Whitewater-North Realty in Antigo for many years, and REALTOR Emeritus Jim Mulleady Sr. who joined in 1978 and founded the firm I work for. Linda and Jim both served honorably as REALTORS and in association leadership over the years and I wish both a long, healthy, and fun retirement!

Add to our NWAR Leadership Team! Our Nominating Committee is seeking candidates to run for a 2-year seat on the NWAR Board from Oct 2023 through Sep 2025. If you're interested in serving on the NWAR Board, please contact Nominating Cmte Chair Ed Raasch, Matt, or myself.

Stay warm, stay safe and enjoy the rest of the winter. Before long the snow will be melted and we will be back in our boats cruising around and catching fish!

Andy

#### The Buzz:

- 2022 NWAR RPAC Champions THANK YOU!
- Feb 8th Lunch & Learn: "WI Forms & Legal Update"
- Call for Director Candidates: NWAR & GNMLS 2023-24

#### **Affiliate Spotlight**



#### Offering:

- Low mortgage ratesEasy application process
- No application fees

Contact: Michele Brettingen NMLS #478294

800-398-2667 www.covantagecu.org

## NAR REALTOR Broker Summit - April 17-18

NAR's 2023 REALTOR Broker Summit will be held in Kansas City Missouri on April 17-18. This is NAR's elite annual broker event that typically includes legal updates and housing market outlooks from NAR leadership, timely strategic advice and best practices



from industry leaders, meaningful insights on consumer trends and innovations and much more (plus *great* BBQ)!

The agenda for this year's REALTOR Broker Summit is still in the works, but here are summaries from a couple recent summits you can review for a good idea what to expect:

2022 REALTOR Broker Summit Presentations: <u>bit.ly/3wACgbn</u> 2019 REALTOR Broker Summit Presentations: <u>bit.ly/3wEXxk8</u>

Register by January 31st for a super early-bird discount of over 30% at: www.nar.realtor/events/realtor-broker-summit

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## **President's Message**

#### Dan Pudlo, GNMLS

Winter recreation season is off to a strong start, and there's always an event going on in our MLS area. One unfortunate note however is that the Eagle River Ice Castle will not be built this year due to poor ice. On the brighter side, trails are in good shape after the big snow and sunny/20s is great for skiing or ice fishing!

Talking to some resort owners, there is still much interest from people looking for Northwoods properties. This past month it seemed like the word "professional" was brought up a lot. One definition is "one who makes a living by his or her art, as distinguished from an amateur". The question thus arises of how well we do at our art? How well do we do in filling out information in MLS sheets, WB forms, etc? In my profession, I



look at many MLS sheets daily and here are some of the things I see: Comments mentioning a full basement, but "0" in the basement section for square feet. Another says full basement, but only the *finished* sqft is reported for basement. Lake frontage states 100 feet, but the comment section says 104 feet of frontage. There is a chalet style home with loft & bath on the second level, yet the sheet says there is 960 sq ft in

the basement, first level, and second level. Did you ever see a 1 car, 2 car, 3 car, 4 car and more on a MLS sheet only to find it is just a pole building? I also came across a condo today with finished sqft = 0. As I stated last month, more and more are viewing our MLS data. My dad always told me your work is a reflection of you.

It is that time of year we are looking for MLS Participants to serve on the MLS board. I can tell you it is rewarding to serve and play a role in helping to improve our MLS. If you would like to serve, please contact Adam Redman, myself or Lon. Also, please contact me if you have any suggestions or ideas regarding ways to continue improving our MLS!

Dan Pudlo

#### NWAR & GNMLS Call for Candidates

The NWAR and GNMLS Nominating Committees are chaired by each board's current President-Elect along with 3 committee members chosen by the current Presidents. This year's Chairs are **Ed Raasch** (NWAR Prez-Elect) and **Adam Redman** (GNMLS Prez-Elect). Once the remaining committee members are appointed, each committee will recruit and prepare a slate of candidates for our June elections. For the NWAR Board, any REALTOR or Affiliate Member of NWAR in good standing is eligible to run for the board. For the GNMLS Board, candidates must be a GNMLS *Participant* - typically the principal broker or appraiser.

Directors who win a seat on either board would serve a (typically) 2-year term from October 2023 thru September 2025 and may run again for a second 2-year term if desired. Officer candidates (Prez-Elect or Treasurer) must have prior board service to qualify, and term rules vary by board and position. Please contact Matt or Lon to inquire about serving (we'll keep your secret if unsure), and you can contact Ed or Adam to ask the NWAR or GNMLS Nominating Committee to consider you for a potential board candidate. Each committee will meet by March so if you're interested, please let us know soon and we promise to put in a good word for you!

#### NAR Tax Summit - Starts Feb 1

NAR's Center for REALTOR Financial Wellness has a special "Tax Summit" 4-part, 1-hour virtual series each Wednesday from Feb 1st thru 22nd.



The cost to register is \$50 for Members and if you signup by 1/31, you will earn a free reward from the REALTOR MVP program - see page 5 for MVP reward details.

#### 2023 NAR Tax Summit Series (1-2pm CST):

- Feb 1 Tax Guidance & QBI Overview for New REALTORS
- Feb 8 Tax Trouble Laws, Rules, & Decisions
- Feb 15 Tax Tips for Investment Properties & Second Homes
- Feb 22 Lower Your 2022 Tax Bill With This Unique Wealth Building Strategy

Registration: bit.ly/3XCIKCF

## **REALTOR & Government Day - Madison April 26**

Did you know that REALTOR & Government Day is FREE for WRA Members to attend? New in 2023, attendees can also earn CE credit for one course in the current 2023-24 biennium. NWAR also has some funds set aside to help offset fuel costs for those who drive down to speak up for Northwoods homeowners and our industry.

The agenda for April 26 is tentative with Governor Evers invited as keynote speaker, and attendees will be briefed on advocacy issues before heading to Capitol Hill to meet with legislators. A reception will follow with complimentary drinks and hors d'oeuvres. Seize this opportunity to keep Madison answerable to the Northwoods and remind legislators that we're still in need of help to close the rural broadband gap!

ONE DAY.
ONE VOICE.
REGISTER TODAY

REALTOR & Government Day Free Registration: bit.ly/WRA-RGD23

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Affiliate Company	Location	Affiliate Name	Phone	
AmeriSpec Inspection Services	Rhinelander	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 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	
People's State Bank	Minocqua	Tim Sanderson	715-358-7070	
Shoreline Title Services	Rhinelander	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	
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### **NWAR Sponsors\***

ENV Property Solutions Butternut Barbara Herbst (Flietner) Ph: 715-661-0561

ENVPropSolutions@hotmail.com

Mold/lead/asbestos investigations, soil/groundwater testing & more

IoanDepot.com Schaumburg, IL Larry Poteshman Ph: 847-668-1441 IoanDepot.com

Personalized mortgage loans ontime, every time at loanDepot.com





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



## **MLS Memo**



#### Lon Fisk - lon@northwoodsrealtors.org

Many of you are making use of the new search option for ADU Detached Dwelling units and square footages, but many are not yet. For your property to be found by the maximum number of people searching for given property features be sure to include all of the options. For example if there is a guest cottage on the property mark Yes for an ADU and include the sqft. Also check the Exterior Feature for Guest Cottage and add to the searchable general remarks that it has a quest cottage with x beds and x baths. In compliance with ANSI rules only the beds/baths and GLA of the primary home can be used in the fields for the house.

Likewise, if the property has water frontage check the appropriate type in the Site Influences: Lake Front, River Front, On Channel, On Bay, Deeded Access, Full Rec or Restricted, etc.

MLS Tip: Remember in Xposure Home and Search tabs you can choose and arrange the blocks as you like.

#### 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 January "Copyright Issues for Real Estate Professionals" video will help you avoid potential copyright complaints that could result in 6-figure damages for willful infringement. Learn four risk management strategies to avoid claims of copyright infringement by watching this informative NAR video at: bit.ly/3XVkGe8

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



"Top Five Legal Developments for 2022"

wra.org/LegalUpdates

WRAHOUSING REPORT

WRA December Home Sales Report: wra.org/HSRDec2022

### **AE Corner**

#### Matt Seegert - matt@northwoodsrealtors.org

Windows 8 support ended January 10th so if you're still on Win 8 (or an earlier version - yikes!), you won't receive any new security/compatibility updates from Microsoft. No time like the present to upgrade to Win10 or Win11, but note that Winll has newer system requirements that may make upgrading an older PC untenable. On the bright side, there are good deals right now on new PCs and laptops since many already bought new devices over the past couple years. If vou're still running an older Windows device and need help deciding whether to upgrade or replace it, contact Tech Helpline (info above) for assistance. On a similar note, THANK YOU to the GNMLS Board who were kind enough to solve my own Win 8 dilemma with a new desktop replacing my old 2014 desktop. Always hate taking a still-good PC out behind the woodshed, but it served us all well for 8+ years and earned its retirement.

To departing NWAR Members who also eased into retirement of late, happy trails & send me your adventure photos!

AE Tip: How well do you know your customers and clients? Check out the <u>NAR 2022 Profile of Home</u>
<u>Buyers & Sellers</u> so you can stay "in the know"!

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#### REALTOR Anniversaries

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

#### 5 Years:

Rae Zelazoski - First Weber, Rhinelander

#### 10 Years:

Rick Bina - Northern Wisconsin Real Estate, Antigo Jim Cheshire - First Weber, Minocqua Cassandra Reid - Adventure Realty & Prop Mgmt, ER

#### 20 Years:

Bonnie Byrnes - Headwaters Real Estate, Presque Isle Andrea Christie - Redman Realty Group, Minocqua Bob Poggemann - Redman Realty Group, Minocqua Christy Schneider - First Weber, Rhinelander

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.

#### **DOJ-NAR Settlement Update**

A district court recently granted NAR's petition to end the DOJ investigation of the MLS Participation Rule and Clear Cooperation Policy after an agreement was reached in 2020 that DOI tried to back out of in 2021. The court opinion concluded "The government, like any party, must be held to the terms of its settlement agreements".

While DOI may still appeal, this is good news for now! Read the ruling at: bit.ly/40b0Gpg

#### **Up North Update**

On/Off	Mediar	n Price Units		
Water	2021	2022	2021	2022
SFH Off	140,000	162,000	1480	1285
SFH On	325,000	385,000	1354	1006
Land Off	32,000	35,000	927	728
Land On	77,000	80,000	747	419

At just shy of \$1B in total sales, 2022 was second only to 2021 which saw a bit over \$1.1B. Our third best year was 2020 at \$900M, and ALL earlier years were under \$620M. Long story short, 2022 was a "down year" only compared to the one just before it. That all said, 2022 was challenging for those who struggled to find new listings and/or represented buyers unwilling to throw caution to the wind - still the norm for the first half of 2022. Hopefully the current trend toward supply-demand equilibrium brings more opportunity & less hair loss in 2023!

#### **Lockbox Latest**

GNMLS Actives (exc land/comm): 572 LB Participants Actives: 421 (74%) Eligible Listings w/LBs: 172 (41%)

**GNMLS Lockbox Resources:** bit.ly/GNMLS LBs



#### **FAQ** of the Month

"How should I list a detached condo unit in the GNMLS?"

There are multiple fields that must be entered correctly in GNMLS when listing detached condos including the Title, Property Type, Legal Description fields and supporting docs.

Please read the full FAQ on our website at: bit.ly/3jbaJKE

#### FREE WRA Virtual Forums

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

Feb 2nd - "Tax Tips & Tools to Eliminate the Shoebox"

Register for Free at: wra.org/blf

### Feb 8 L&L: Wisconsin Forms & Legal Update

WRA Attorney and Northwoods native Tracy Rucka is joining us Wed Feb 8th from 11:45a-1:00p for a "WI Forms & Legal Update" Lunch & Learn. Great opportunity to tune up your real estate brain so you're on your "A" game for summer selling season. If you can attend and have any specific questions for Tracy, please send them to Matt to collate & share with Tracy in advance! 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

Mar 2nd - "Demystifying Title Work"







Date	Lunch & Learn Course - Venue
Feb 8	WI Forms & Legal Update w/ Tracy Rucka - NWAR Office & Virtual
Mar 8	Land Sales 101 w/ Jonathan Long - TBD & Virtual
Apr 12	Zoning Update - STRs, Waterfront & More Board Office & Virtual

1 = New NWAR Mbr

\* = New GNMLS Ofc ^ = Closed MLS Ofc

#### REALTORS® on the Move

#### New GNMLS Subscribers:

New UNITED SUBSCITIONS.		
Name	Office	
Jeffrey Barabas	Appraisal 1* - Wausau	
Denise Botz	Century 21 Affiliated* - Appleton	
Brian Callahan	Redfin* - Madison	
Rick Denton	RADenton Realty* - Crandon	
Susan Fuller	Century 21 Affiliated - Appleton	
Barbara Laib	Century 21 Affiliated - Appleton	
Tina Riehl	Century 21 Affiliated - Appleton	
James Russ	Exit Flite Realty - Shawano	

"I attribute my success to this - I never gave or took any excuse." - Florence Nightingale

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ransters	ď	Releases:	

Name	From	То	
Laurie Cummings	Coldwell Banker Mulleady - Mani Waters	First Weber - Bessemer	
Jeffrey Devillers	Devillers Realty^ - Wauwatosa		
Luke Durkee	People First Realty - Rhinelander		
Christina Eland	Keller Williams Green Bay / UP		
Rebecca Hanson	Keller Williams Green Bay / UP		
Kevin John	Eliason Realty - Eagle River		
Caroline Johnson	EXP Realty - Minocqua		
Kraig Knaack	Knaack Realty <sup>^</sup> - Freedom		
Ashley Matuszewski	Absolute Realtors - Antigo		
Jim Mulleady Sr.	Coldwell Banker Mulleady - Minocqua		
Kevin Olsson	Integrity Realtors - Antigo		
Mallori Zoesch	Redman Realty Group - Minocqua		

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### **Board of Directors 2022-23**

(Area code 715 unless otherwise noted)

Northwoods Association of REALTORS®

#### Greater Northwoods MLS®

Officers (Term^):		Officers (Term^):	
Andy Harris, President	543-8900	Dan Pudlo, President	547-3033
Ed Raasch, President-Elect	224-3800	Adam Redman, President-Elect 358	
Jon Long, Treasurer (1)	996-2251	Jackie Leonhard, Treasurer (1)	453-2673
Pete Rondello, Past President	358-0450	Ed Choinski, Past President	493-7827
<u>Directors (Term-Year - limit 2-2):</u>		Directors (Term-Year - limit 2-2):	
Tynan Anderson (1-2)	453-3365	Kathy Flannery (1-1*)	889-0330

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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	jiii iiiaiicaay ji.	(1 1)	110 1111
Kristin Gullickson-Wild	(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

<sup>^</sup> 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, February 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 register for NAR's Center for Financial Wellness 2023 Tax Summit by 1/31 (\$50 for Members), you will earn a free The 4 Secrets to Real Estate Success webinar (\$30 val).

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)









#### **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.lv/NWAR-YT



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# **2022 NWAR RPAC Champions**

THANK YOU once again to everyone who chipped in to help us reach our RPAC goal again in 2022. We would not have reached our goal without the support from any one of the three "RPAC Champions" groups listed below, but their contributions only get us about halfway to our goal. We therefore also needed strong participation from many others who gave any amount to RPAC or Direct Giver with your 2023 renewal, and we once again were named the top mid-sized association in the state REALTORS\* POLITICAL ACTION COMMITTEE



for RPAC participation rate. This reaffirms NWAR Members' commitment to empowering RPAC to stand strong and unmatched in defending property owners' rights and our industry! If you have a few minutes to spare to learn about some of the big wins RPAC made in the past year for Wisconsin property owners, watch a quick video playlist at: bit.ly/3RqXrZO

We kicked off our RPAC 2022 campaign with an online auction and MS Surface Go tablet contest that was won by Kristin Gullickson-Wild, and we are planning a similar campaign again in 2023. If you would like to contribute a gift basket or gift certificate for our 2023 auction, we certainly would appreciate it and will give you proper recognition in return. Additionally, we hope you will help us by bidding and/or sharing word about our auction and other RPAC initiatives in the year ahead.

Thank you once again for your support for RPAC and we hope you will help us beat our goal again in 2023!

- Cheryl Eskridge, NWAR RPAC Chair

## 2022 NWAR "Gold" Investors (\$1000+)



Mike Meyers



**Adam Redman** 

2022 NWAR "Silver" **Investors (\$500-999)** 



Dee Cayo



Tackie Leonhard



Ton Long



## 2022 NWAR "Bronze" Investors (\$100-499)

**Judy Barr Pete Bushman Cecily Dawson** Cheryl Eskridge **Kathy Flannery Denise Goldsworthy** Kristin Gullickson-Wild **Andy Harris** 

Judi Houle Peggy Johnson Wiessner Jo Ann Klug Andrea Krueger Linda Long Beth Meyers **Judy Mixis** Jim Mulleady Sr. Janel Pagels

Micki Pierce Holmstrom **Chris Raasch** Ed Raasch **Angie Rothmeier** Tom Ruemenapp **Judi Schmidt Arnold Brenda Thompson** Pat Van Hefty