

Volume¶4, Issue 1

The Realty Review

Northwoods Association of REALTORS[®] & Greater Northwoods MLS[®]

President's Message

Ed Raasch, NWAR

Welcome to 2024 my fellow **Realtors, Affiliates and Sponsors!**

I'm pleased to report a 93% renewal rate among NWAR Membership for 2024 which is right in line with recent years. While we lost some longtime REALTOR veterans to retirement, we added 38 fresh

faces last year for a net gain of 5 since January 2022. I encourage veteran REALTORS to help mentor new REALTORS so they can avoid an unwelcome Northwoods rite of passage like buying a LP tank or begging a township for a zoning variance!

The 2023 numbers are in and while volume was back to the pre-2020 "normal", total sales of >\$879M was still over 40% above what was normal before the 2020 real estate ramp-up. The hard part is obviously finding listings to sell but for each you do, there are still a handful of buyers lined up!

NAR just published an FAO update on the Sitzer/Burnett appeal and a copy of the court filing you can read over if you're a legal beagle. NAR Chief Counsel Katie Johnson sounds confident they will win the appeal given deficiencies in the jury trial, and NAR's appeal lays out those concerns clearly. Copycat cases are starting to pop



up in a few states and while we are not among them at present, WRA informs us they are preparing for a vigorous defense should a similar case be filed in Wisconsin.

Our schedule is out for LIVE WRA virtual CE hosted at the board office starting Feb 20th,

and NWAR Members who take all eighteen 1 -hour CE courses will receive a discount for the cost of 3 courses. NWAR is also hosting video CE starting April 1st at a reduced price which also includes the "18-for-15" Member discount. Seating is limited for both so sign up soon!

Thank you in advance to the handful of NWAR Ambassadors heading to Madison for REALTOR & Government Day. While we all get to voice our opinions at the ballot box this year, it's very important to inform policymakers on what's most important to homeowners. For those not reading this from a sunny faraway retreat, get on the NAR Travel Club and book it soon!

Make sure to take time out of your busy schedule to enjoy the Winter season and think snow!

The Buzz:

• Starting Feb 20: Real Estate CE Livestream @ NWAR

HAPPY NEW YEAR 2024 **January 2024**

- Feb 14: "TRHs & STRs" Lunch & Learn - Eagle River
- WRA Virtual Courses: GRI. CRS, CRB - Earn \$100 on NWAR

Affiliate Spotlight



Let us be the last piece of the puzzle in your next real estate transaction. 50+ locations between WI & MI



(715) 479-4070 VilasTitle.com

Inside This Issue:

NWAR-Hosted Livestream & Video 2023-24 Real Estate CE

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Yes our lead story is the same as last month, but it may be fleeting news since only a handful of seats remain for livestream and video CE hosted at NWAR. WRA has livestream courses that NWAR will remotely host here on Tuesday and Thursday mornings from 2/20 through 3/7 to complete all 18 hours of 2023 -24 real estate CE. If technology isn't your forte, signup below and let us handle it! All you need to bring is your smartphone or laptop to complete a quick 5-question multiple choice quiz after each 1-hour CE course.

Starting April 2nd, NWAR will offer video-based CE courses at what may be the lowest price around of only \$6 per course for NWAR Members, and Members taking all 18 with us will receive a 3-course discount that allows you to complete all 18 course for under \$100! Seats are filling up so register soon below and it's fine to mix between livestream and video courses!

NOTE: To attend the WRA livestream CE from your home or office, DO NOT register at the links below; you should instead register here on the WRA website.

> NWAR 2023-24 Livestream CE Registration: bit.ly/NWARLiveCE24 NWAR 2023-24 Video CE Registration: bit.ly/NWAR-VCE24



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Volume 14, Issue 1

President's Message

Adam Redman, GNMLS

Hello friends! Here we are heading into February already. Hope everyone is still conquering their New Year's resolutions!

It sure has been an odd and arguably disappointing winter. Well, I know some of you enjoy these unseasonably warm temps and the fact you haven't had to shovel as much! However, we can all agree that this has been an extremely difficult season for many business owners. With tourism practically non-existent, please encourage people, if they're able, to eat out a little more often, tip generously, shop locally and maybe even assist your business contacts and past clients on creative ideas to generate business.



We discussed several ongoing topics in our January Board meeting. We are continuing to monitor the NAR lawsuits and other evolving concerns and will keep you all apprised of developments impacting GNMLS.

This time each year, our Nominating Committee reconvenes and begins searching for MLS Participants (BrokerOwner or Appraiser-Owner) interested in serving on the GNMLS Board. If you're interested in serving on our Nominating Committee or running for a Director seat on the GNMLS Board, please contact Nominating Committee Chair Jackie Leonhard, Lon and/or me to let us know. Thank you!

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The GNMLS Annual Report was recently emailed to GNMLS Participants. Please remember to review the GNMLS policy documents for changes and make sure to share anything your Agents.

Hope you all have a SWEET February! Adam

New: Realist Insights Dashboard

The Insights Dashboard in Realist is here! This dashboard will now act as your Realist home page to stay updated with essential stats, market trends, industry insights, and more – all in just a few clicks.

These powerful features provide you with critical insights at your fingertips so you can be the market advisor that your clients need to make better, faster decisions. It's your market at a glance!

> Insights Dashboard Video Intro: <u>bit.ly/3SdFQ5V</u> Insights Release Notes: <u>bit.ly/3vuvruS</u>

WRA Virtual Courses - Earn \$100 on NWAR!

NWAR Members who earn a new NAR Designation or Certification will also earn a \$100 NWAR Educational Incentive Award for supporting our mission to promote professionalism among NWAR Membership. WRA has several upcoming virtual courses that count toward NAR Designations and Certifications click the title(s) below to learn more & register!

Feb 12-13 (9a-12:30p): Tax Strategies for RE Professionals -Earn 8 <u>CRS</u> + 6 <u>GRI</u> credits

- Mar 14-15 (9a-12:00p): <u>New-Home Construction and Buyer</u> <u>Representation Course</u> - <u>ABR</u> Elective + 6 <u>GRI</u> credits
- Apr 11-12 (9a-12:30p): <u>Residential Real Estate Probate</u> <u>Specialist Certification</u> - 8 <u>CRS</u> + 6 <u>GRI</u> credits

Apr 18-19 (9a-12:45p): <u>Creating a Profitable Real Estate</u> <u>Company</u> - <u>CRB</u> Elective + 6 <u>CRI</u> credits

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focus on energy[®] Partnering with Wisconsin utilities

FOCUS ON ENERGY[®] partners with utilities across Wisconsin to provide resources and rebates for energyefficient home products, equipment, and improvement projects. Becoming an Ambassador allows you to introduce Focus on Energy to your buyers and offer them improved home comfort, efficiency, and peace of mind in their new home. To date, real estate Ambassadors have put more than \$1.5m of vouchers into the hands of their clients and have set more than 12,000 Wisconsin homebuyers on the path to energy efficiency and cost savings.

Enrolling is a simple 2-step process: complete the enrollment form, attend a workshop, and you can start offering clients energy efficiency expertise and exclusive perks including a welcome kit with a **\$125 voucher for a heating and cooling tune-up or the purchase of a program-qualified smart thermostat**. The kit is cobranded with your business information and sent to your clients on your behalf (at no cost to you), providing an extra touch of customer service and value.

Help your clients manage rising energy costs! Complete the <u>Online Enrollment Form</u>

• Comptete the <u>Ontine Emotument Form</u>

• Join a FREE 45-min <u>Real Estate Ambassador Workshop</u>

NAR 2024 Virtual Tax Summit

2/7: SMART From the Start Accounting & Tax Tips

- 2/14: Tax Update REALTOR® Edition
- 2/21: Advanced Tax Strategies for Agents
- 2/28: Tax Advantages for Agents Investing in RE



Fine & Well

Registration: <u>bit.ly/3XCIKCF</u>

Location	Affiliate Name	D/
	Annate Name	Phone
Rhinelander	Brad Francis	715-493-0185
Ironwood MI	Roy D'Antonio	906-932-6340
Bessemer MI	Tom Ruemenapp	906-663-2221
Antigo	Michelle Brettingen	715-627-4336
Antigo	Pam Jansen	715-627-4336
Tomahawk	Deb Duncan	715-453-5354
Tomahawk	Jennifer Nerva	715-453-5354
Minocqua	Mike Brandner	715-356-3000
Minocqua	<u>LeAnn Hayden</u>	715-358-9319
Minocqua	Patrick Hugunin	715-439-4114
Eagle River	Leah Brown	715-479-8484
Park Falls	Michael Weidman	715-934-9105
Eagle River	Maryann Fath	715-479-6459
Rhinelander	Jeanne Smith	715-362-3348
Eagle River	<u>Tori Dunlap</u>	715-337-2614
Minocqua	Tim Sanderson	715-358-7070
Rhinelander	Hunter Piasecki	715-369-3934
Minocqua	Dee Cayo	715-482-7022
Minocqua	Jake Heyroth	715-498-9004
Eagle River	Rick Ernst	715-479-4070
Minocqua	Charlie Ouimette	715-356-2300
	Ironwood MI Bessemer MI Antigo Antigo Tomahawk Tomahawk Minocqua Minocqua Eagle River Park Falls Eagle River Rhinelander Minocqua Rhinelander Minocqua	Ironwood MIRoy D'AntonioBessemer MITom RuemenappAntigoMichelle BrettingenAntigoPam JansenTomahawkDeb DuncanTomahawkJennifer NervaMinocquaMike BrandnerMinocquaLeAnn HaydenMinocquaPatrick HuguninEagle RiverLeah BrownPark FallsMichael WeidmanEagle RiverJeanne SmithEagle RiverTori DunlapMinocquaTim SandersonRhinelanderHunter PiaseckiMinocquaJee CayoMinocquaJake HeyrothEagle RiverKick Ernst

NWAR Affiliates

NWAR Sponsors*



MLS Memo

Lon Fisk - lon@northwoodsrealtors.org

Annual reports were sent out this month to GNMLS Broker-Participants. At least once each year, brokers should review the MLS policies and rules with all agents. You can find the current rules on our website at: <u>bit.ly/GNMLS-Pol</u>

It is important that MLS data can be relied upon as accurate and everyone follows the same rules. If you see a problem with a listing, go to Actions -> "Report this Listing" to notify GNMLS (and optionally the listing agent). This anonymous report tool helps each of us to play a part in keeping the MLS data clean, and it helps to be specific about the problem to ensure it's properly identified and corrected. Of course, calling the agent directly also works!

We encourage you to add media to your listings to help boost them in public MLS searches. The quickest things you can add are a brochure, a floor plan, and a video. The time investment may be only 5 minutes for a brochure or 2-3 hours to create an eye-catching video.

MLS Tip: After taking a <u>Windows "Snip"</u> in Windows 11, you are now able to extract the text from the image to paste into another program.

NAR *WTTL*: Independent Contractor Best Practices

NAR's *Window to the Law* video series provides REALTORS with risk identification and mitigation advice,



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

The January **"Independent Contractor Best Practices"** *WTTL* with NAR Sr. Counsel Matt Troiani explains how to properly classify and treat agents who work as independent contractors to avoid legal challenges and protect benefits to brokers, agents, and consumers.

Watch NAR's latest WTTL video at: bit.ly/NAR-WTTL

WTTL "Must-Watch List for New REALTORS": <u>bit.ly/WTTL-MW</u>



WRA Legal Update: "Top Five Legal Developments for 2023" wra.org/LegalUpdates



Matt Seegert - <u>matt@northwoodsrealfors.org</u> Thank you to those who responded to our Education Poll earlier this month with your thoughts on educational topics that would interest you if offered by NWAR

AF Corner

would interest you if offered by NWAR. We are exploring our options but in the meantime, see page 2 for WRA classes and note as well that <u>NAR has a 20% off</u> <u>discount thru 1/31</u> for online courses for the **e-PRO** Cert and **SRES** Designation!

REALTORS can also earn NAR's <u>C2EX</u> <u>endorsement</u> for free in your spare time, and NWAR Members who do will snag a \$50 NWAR Educational Incentive Award. It's even easier to earn on NAR's all-new C2EX mobile app at: <u>bit.ly/3vQ9d6K</u>

An updated <u>WRA Citation Policy</u> went into effect Jan 1st and while we know no NWAR REALTORS would ever behave unethically, it's worth noting that the fines are steeper than in the past. <u>REALTOR</u> <u>Code of Ethics</u> Articles 3, 7, 10 & 12 were all updated in the past two years, so it's prudent to spend a few minutes to update your understanding as well.

We wish everyone a restful winter before the Northwoods real estate rodeo returns!

AE Tip: With huge cyberattacks <u>in the news again</u>, cybersecurity is as important as ever. Follow a few smart tips from Tech Helpline at: <u>bit.ly/496jwSy</u>

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REALTOR Anniversaries

Congratulations to the following Northwoods REALTORS celebrating a quinquennial anniversary this month: 35 Years:

Ken Wickman - Independent Broker, Woodruff

30 Years:

Kyle Zastrow - First Weber & Appraisal North, Rhineldr 25 Years:

Roy D'Antonio - Eliason Realty of the North, Lnd O' Lks Renee Irish - C21 Burkett & Associates, Three Lakes Joe McKenna - Bolen Realty, Antigo

20 Years:

Leah Antoniewicz - Wolf River Realty, Antigo

Jackie Leonhard - N'woods Community Realty, Thawk Patricia Lindgren - Northern Estates, Hawthorn Woods Darrell McDougal - First Weber, Antigo Vikki Summers - Wolf River Realty, Antigo

Brent Ven Rooy - C21 Best Way Realty, Merrill 10 Years:

Andy Gee - First Weber, I

5 Years:

Chris Seeliger - Chris See Lauren Sowinski - First V

Cletus Schey Passing

We received sorrowfu former REALTOR Clett peacefully at home on

Clete married wife Ro moved up north where Properties in Minocqua. He ran it for 3 decades

before handing the reigns to son Patrick in 2006, and Clete retired in 2011 after 35 fruitful years in real estate. He is survived by 2 daughters, 3 sons and 7 grandkids.

Services were held at St. Bernard's Catholic Church in Middleton. Please view **bit.ly/48MxIA2** for more and to share your condolences and fond memories of a REALTOR who helped many people turn their vacationland into their new homeland.

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Rest in peace, Clete.

REALTORS® on the Move

New GNMLS Subscribers:

ful news earlier this month that				
tus "Clete" Schey passed away	120	•	Date	Lunch & Learn Course - Venue
n December 30th at age 85.		•		Tourist Rooming Houses & STRs
Rose in 1961 and in 1976, they		•	Feb 14	w/ Zoning Admin Dave Sadenwas
re Clete founded Vacationland		•		Nicolet Bank - Eagle River & Virtu
The sam it for 2 decaded	A CA	-		Micolot Dallik - Lagie Mivel & Villa

Rooming Houses & STRs ng Admin Dave Sadenwasser Bank - Eagle River & Virtual Round Table - Lessons Learned the Hard Way Mar 13 w/ NWAR Director Chris Raasch Tomahawk Chamber of Commerce & Virtual MLS: 1-Party Listings & MLS FAQs Apr 3 w/ MLS Coordinator Lon Fisk Antigo CoVantage Credit Union & Virtual

NWAR L&L Registration: bit.ly/NWAR-LunchLearn

Minocqua	though still far above the pre-2020 ~\$620M/yr. 2024 NWAR renewal steady at ~93% to reassure us tha
eliger Appraisals, Minocqua	REALTORS are holding your groun
Neber, Rhinelander	hopefully selling a few acres here &

Up North Update

Median Price Units On/Off Water 2022 2023 2022 2023 SFH Off 162,000 179,000 1286 1121 SFH On 385,000 400,000 1006 841 Land Off 35,000 37,900 728 639 80,000 99,000 420 I and On 326

The numbers are in for 2023 and it should surprise no one that volume in our 7 core counties was down -14.9% YOY. What is a bit surprising is that buyers held firm despite rising rates, since the average sale price was up +1.8% YOY at ~\$245k.

Adding it up, 2022 was down -11.2% in total sales at ~\$879M. This ranks 4th in GNMLS history behind only the 3 preceding years, pace of ls held at local nd - and & there!

Lockbox Latest

GNMLS Actives (exc land/comm): 590 LB Participants Actives: 435 (74%) Eligible Listings w/LBs: 162 (37%)

GNMLS Lockbox Resources: bit.ly/GNMLS_LBs

FAQ of the Month

"How should I enter One-Party or Office Exclusive listings in GNMLS?"

Enter the listing into GNMLS after closing with full listing details, and please make sure to submit the proper forms to the MLS office.

Read more here or in our full GNMLS FAQ list at the link below.

MLS FAQs: <u>bit.ly/GNMLS-FAQ</u>

1 = New NWAR Mbr * = New GNMLS Ofc ^ = Closed MLS Ofc Name From То Greg Barr Re/Max New Horizons - Phillips Kristi Campbell Integrity Realtors - Antigo Dave Duncan Wild Rivers Realty Group - Tomahawk Birchland Realty - Phillips Dan Ericksen Terri Lynn Rusty's Real Estate[^] - Hurley Kathryn McMannes Century 21 Burkett - Eagle River Amy Nowak Century 21 Burkett - Eagle River Coldwell Banker Mulleady - Eagle River Matt Wallmow Lakeland Realty - Minocqua Redman Realty Group - Minocqua Jan Wright Wright Homes[^] - Minocqua



"Success usually comes to those who are too busy to be looking for it.

- Henry David Thoreau

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Officers (Term^):

Tynan Anderson

Judy Barr

Ryan Hanson

Cliff Kolinsky

Cala Neu

Janel Pagels

Chris Raasch

Ed Raasch, President

Tom Bird, President-Elect

Kim Brixius, Treasurer (1)

Andy Harris, Past President

Kristin Gullickson-Wild (1-2)

<u> Directors (Term-Year - limit 2-2):</u>

Board of Directors 2023-24

(2-1)

(1-1)

(2-2)

(1-2)

(1-1)

(2-1)

(1-1)

Northwoods Association of REALTORS®

Greater Northwoods MLS®

(Area code 715 unless otherwise noted)

Officers (Term^):

Adam Redman, President	358-0450
Jackie Leonhard, President-Elect	453-2673
Jim Mulleady, Treasurer (1)	479-1774
Dan Pudlo, Past President	493-7630
	Jackie Leonhard, President-Elect Jim Mulleady, Treasurer (1)

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

(1-1*)	449-5022
(1-1)	614-3878
(1-1*)	224-3800
(1-1)	358-6832
(1-1)	339-2181
(1-2)	480-4333
	(1-1) (1-1*) (1-1) (1-1)

Next Board Meetings: Thursday, February 15th 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 subscribe to IRAR's WealthWise Newsletter by 1/31, you'll earn a free "Supercharge Your Retirement eBook for **REALTORS**" - RE Investments in Self-Directed Retirement Plans (value ~\$25).

^ 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.

453-3365

480-4333

356-4457

358-5263

547-3400

339-4663

525-1008

224-3800

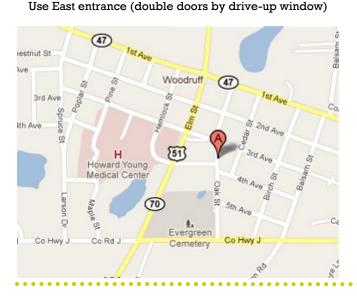
NWAR Committees, Chairpersons & Duties: https://northwoodsrealtors.org/committees

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	<u>Staff@NorthwoodsRealtors.org</u>	

Our office hours are 8am-5pm Monday through Friday

Board Office Location: bit.ly/NWAR-Map



NORTHWOODS ASSOCIATION R OF REALTORS®



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 460+ 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 ~210 Member firms comprised of ~740 brokers, agents and appraisers.

NWAR & GNMLS on the Web:

NWAR Homepage: NorthwoodsREALTORS.org Member FB Group: facebook.com/groups/northwoodsrealtors





bit.lv/NWAR-YT

bit.lv/NWAR-LI

Earn your MVP reward at: **MVP.REALTOR**

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2023 NWAR RPAC Champions

A decade ago after years as a committee volunteer, I accepted an invitation by the Board to replace departing NWAR RPAC Chair Joan Seramur. To call those big shoes to fill is an understatement as my first big hurdle was rallying enough support from NWAR Members to replace Joan's substantial RPAC donations that, over the years, would earn her the rare "<u>Platinum R</u>" Major Investor recognition from NAR.

REALTORS* POLITICAL ACTION COMMITTEE

I therefore share with great pride and gratitude that for the past 10 years, NWAR has reached our RPAC fundraising goal *every year*! While a handful of our most generous investors like those listed below are always pivotal in reaching our goal, just as important were the many who invested in RPAC with your dues and/or participated in our RPAC fundraiser events. In each of those years, about a third of our goal came from our "RPAC Champions", a third from investments included with dues, and a third from our fundraiser events so it was truly a team effort!

My heartfelt thanks to everyone who helped us reach our RPAC goal each year over the past decade. Obviously things are changing since the RPAC portion of dues is now "mandatory" (with an exception for legal purposes), but WRA will continue giving local boards a goal independent of the RPAC portion of dues. I welcome and thank new NWAR RPAC Chair Kristin Gullickson-Wild for stepping up to serve in this important role, and I hope you will show her the same support and generosity I have been fortunate to enjoy over the past decade.

THANK YOU once again for your past and future support for RPAC's important mission of protecting homeownership and the real estate industry!

- Cheryl Eskridge, NWAR RPAC Chair 2013-2023

2023 NWAR "Gold" Investors (\$1000+)



Patty Libke



Adam Redman



Julie Winter-Paez

2023 NWAR "Silver" Investors (\$500-999)



Todd Johnson

2023 NWAR "Bronze" Investors (\$100-499)

Bob Baratka Jennifer Burkett Ed Choinski Laurie Cummings Noel Fitzgerald Denise Goldsworthy Kristin Gullickson-Wild Erik Johnson

Ida Kinsley Jackie Leonhard Judy Mixis Mandy Mortag Jim Mulleady Janel Pagels Micki Pierce Holmstrom

Mary Ellen Poggemann Chris Raasch Ed Raasch Cassie Reid Brenda Thompson Mary Thompson Pat Van Hefty Ray Weber