

The Realty Review

Volume 11, Issue 7



July 2021

Northwoods Association of REALTORS® & Greater Northwoods MLS®

President's Message

Andrea Krueger, NWAR

Hello again and I hope you're enjoying the dog days of summer! While our summer season always seems to go by faster than dog years, we still have a month or more of shorts weather left. Take some time to smell the wildflowers, and pray for rain out west to quench the wildfire smoke drifting across the country. On the bright side, at least the dry weather (until this week anyhow) makes for a milder mosquito season!

A recent [Fannie Mae National Housing Survey](#) revealed record highs and lows in seller and buyer optimism respectively. While 77% surveyed in June said it was a good time to sell, 64% responded it's a bad time to buy - both up sharply from May. We have benefited greatly from the rush into low-density living, but the stampede is starting to taper as lower affordability and inventory combine to dishearten buyers. We may see a whipsaw should sellers begin to fear missing out on the rally, so remind any sideliners that now is the time to get their property listed in GNMLS before this hayride ends!



Thank you to everyone who donated gift certificates and other items for our 2021 RPAC Auction. Equally important is getting bidders once it opens soon, so please spread word at your meetings and view the variety of gift certificates and baskets up for bid! Make sure

as well to sign up for your chance to win a new Surface Go 2 - an RPAC investment of just \$25 gets you into the contest!

We are partnering with Focus on Energy for a money-saving 2-week special event - more on that soon. We also just formed a new Diversity, Equity & Inclusion Committee chaired by President-Elect Pete Rondello. Thank you Pete for agreeing to chair this new committee, and we welcome everyone to contact Matt at NWAR to inquire about serving on this or any of our other committees.

I hope you will join us in St. Germain on 9/29 for our Installation Dinner, and mark your calendar for our 11/4 guest speaker event in Rhinelander.

Have a great rest of summer!

Andrea

The Buzz:

- **RPAC Online Auction - Open Aug 6th thru Sep 8th**
- **Win a Microsoft Surface Go 2 - Enter by Aug 25th**
- **NWAR/GNMLS Installation Dinner - St. Germain Sep 29th**

Affiliate Spotlight

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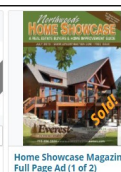
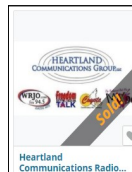
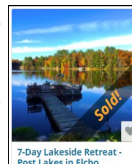


incrediblebank

RPAC Auction - Online Aug 6 thru Sep 8

Our online RPAC auction went so well last year that we decided to do it online again - this time with gift baskets added back! All NWAR Members will receive an email Friday August 6th with a link to view the auction and place your bids before it ends September 8th. Up for bidding are several print and radio ads, gift certificates to various local businesses, themed baskets that make nice closing gifts, a chauffeured boat cruise and a week-long lakeside cabin retreat!

There is a proxy bid feature that allows you to set a confidential max limit for any item and let it auto-bid (w/ bid & outbid notification emails) up to your limit. It takes just seconds to register and we will provide a link to pay (to RPAC or Direct Giver) online for items you win, and you can pick everything up at the board office in Woodruff afterwards. THANK YOU to our generous donors listed by their item(s), and we appreciate everyone who places bids to hopefully help us reach our RPAC goal again in 2021!



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President's Message

Jerry Burkett, GNMLS

BE PART OF THE SOLUTION, NOT THE PROBLEM!

- Review your contract and know the issues.
- Refrain from emotion. The Buyer and the Seller have enough emotion for everyone.
- Be calm, clear, and positive.
- Set your goal for what you want to accomplish. Many of the more difficult closings will take several steps to get there.
- Losing the sale is the last step. Only if necessary.



Inventory is still difficult, but if you find you have nothing to show, go out and make your phone ring. Hustle! Call on or call that For Sale By Owner. Find the property for your Buyer. The basics still work. When was the last time you knocked on a door? If you can't remember, you are either doing very well or not doing.

Cool temperatures and the fall will be here soon. Have a great end to your summer!

Jerry Burkett



GNMLS 1-Month Fee Jubilee

This past year has seen rapid membership growth both for NWAR and particularly GNMLS which has added nearly 100 subscribers and several new firms. Fortunately that placed GNMLS well ahead of budget for the year, so the GNMLS Board decided to hold a special vote just this week of MLS Participants (lead broker/appraiser) on a proposal to waive 1 month of subscriber fees for everyone.

While there were a few "no" votes, 92% approved of the proposal. GNMLS will therefore waive \$40 per subscriber toward September MLS fees. Use it to top off your tank or better yet, join us for dinner on 9/29!



WRA C2EX Challenge

Now through April 2022, all Wisconsin REALTORS who earn the **free NAR Commitment to Excellence (C2EX) Endorsement** will be entered into a biweekly drawing (by WRA) to win a \$100 gift certificate towards any WRA classes. The online C2EX training will help you identify your weaknesses and turn them into strengths, and earning the endorsement demonstrates your commitment to professionalism. What's more, NWAR will also award \$50 to each NWAR Member who earns the C2EX endorsement as an educational incentive award!

Earn your C2EX Endorsement at: www.c2ex.realtor



Invest in RPAC for Chance to Win a Microsoft Surface Go 2!

Our friends at WRA/RPAC were once again kind enough to donate a hybrid tablet PC that will be awarded to one good-guessing NWAR Member on September 9th. This year we have a MS Surface Go 2 with 10.5" PixelSense touchscreen display, 8th Gen Intel Core m3 processor, 128GB SSD, 8GB RAM, Win10 Pro, Wi-Fi/Bluetooth, AND it includes a detachable Type Cover keyboard (black). Rated for up to 10 hours of use and weighing in at just over a pound, this is a terrific tool for REALTOR road warriors! See more tech specs at: bit.ly/RPAC21-Tablet

For your chance(s) to win, just invest \$25 or more in RPAC or Direct Giver (sorry - auction bids don't count) by September 8th and place your best guess(es) at how many pennies are in a big jug pictured at the link below. This contest is limited to just 100 total entries and is open to all NWAR Members for up to 4 entries/guesses thru August 25th, after which we will remove the 4-per Member limit until all 100 entries are sold or the drawing date. We will announce the contest winner on September 9th and if that happens to be you, swing by the board office at any time to claim your new Surface Go 2!

NWAR MEMBERS REGISTER BY 8/25 AT: bit.ly/RPAC-Contest21



Quick Specs:

Intel Core m3, Win 10 Pro,
128GB SSD, 8GB RAM, WiFi
10.5" PixelSense Touchscreen
Detachable Type Cover keyb'd

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
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
Knight Barry Title Service	Rhineland	Al Mancl	715-365-5000
mBank	Eagle River	John Hletko	715-477-3841
mBank	Eagle River	Cathy Humbaugh	715-477-3885
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	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
Wisconsin Benefit Planning	Minocqua	Charlie Ouimette	715-356-2300

NWAR Sponsors*

ENV Property Solutions
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103 N Railroad St,
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* These are non-member paid advertisements
not specifically endorsed or promoted by NWAR

MLS Memo



Lon Fisk - lon@northwoodsrealtors.org

Please remember that SentiCards are being sunsetted at the end of the year for opening lock boxes. After that they will no longer function. Please use the SentiKey app to open all boxes. BLE boxes can be opened directly via Bluetooth. For old NXT boxes the app gives you a Mobile Access Code to key into the box. If you have listings with poor cell coverage, please exchange those boxes with BLE boxes before the end of the year. Some helpful videos can be found here:

www.sentrilock.com/category/videos-podcasts

Please take about 10 minutes to complete App school training.

Click: www.sentrilock.com/sentrikey-app-school

Note that Accessibility Features reports are available on zipForms for sellers and buyers to complete.

MLS Tip: You can now attach pdf or jpg files when emailing listings from Xposure.



WRA's **Legal Update Live** last month launched a "Being Competitive" Miniseries where their legal team discuss transactional trends, negotiation strategies, risk reduction and much more.

The 2nd and 3rd parts in the miniseries discuss **Multiple Offers** and **No-Inspection Contingency**. WRA's team of real estate legal eagles will help you understand the ups and downs with these situations to better serve your customers and clients.

Legal Update Live: wra.org/LegalTalks



The latest WRA **Capitol Insights Podcast** welcomes Assembly Speaker Robin Vos to discuss the recently-passed state budget with EVP Tom Larson. If historic income and property tax cuts and more broadband funding sound at all interesting to you, we recommend checking out another insightful episode at:

Capitol Insights: wra.org/capitolinsights



AE Corner

Matt Seegert - matt@northwoodsrealtors.org

Since we have the RPAC Auction and Surface Go 2 contest on the docket, we thought now is a good time for a reminder on the importance of supporting RPAC. Please see bit.ly/WRALU21 for a summary of RPAC's 2021 wins including the recently-passed pier placement protection - a hot topic in our area. Thank you in advance for your shrewd investment in RPAC!

I am currently reviewing our membership in advance of sending out annual renewal statements in mid-September. If your mailing address changed recently or you intend to change your membership status by year-end, please let me know so I can ensure we mail it to the correct address and/or with the correct total. If you joined NWAR as a secondary association in 2021 but intend to make NWAR your primary/sole association starting in 2022 (or vice versa if you plan to leave NWAR), please let me know as well since that will help us both avoid a potential headache!

I hope many join us on 9/29 at Whitetail Inn which fortunately has a cavernous dining room. While our current plan is for a "mask optional" event, recent CDC guidance may change that - we'll keep you posted. Enjoy August & hope to cya soon!

AE Tip: The "Realist" Quick Link in Xposure lets you see taxes, comps, est. value & much more!

REALTOR Anniversaries

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

20 Years:

Wes DeLasky - Re/Max New Horizons, Phillips
Mary Radtke - Century 21 Burkett & Assoc, Three Lakes

5 Years:

Paul Ross - Birchland Realty, Park Falls
Tammy Trapp - Coldwell Banker Mulleady, Mani Wtrs

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.

Dan Henningfeld Passing

We were heartsick to hear the sad news that NWAR REALTOR Danny Henningfeld passed away on July 8th. Danny was a US Navy Seabee, resort owner, avid snowmobiler, and an Antigo-area REALTOR since 2003.

We extend our deep sympathies to Danny's family, his colleagues at Integrity REALTORS, and the many friends he earned over the years.

Please visit bit.ly/3rDwFha to view his obituary and to share your memories of a fun and fine gentleman.

Rest in peace, Danny.



YTD Sales Update

On/Off Water	Median Price		Units	
	2020	2021	2020	2021
SFH Off	120,750	130,000	532	668
SFH On	263,000	297,000	435	570
Land Off	30,716	29,450	230	464
Land On	71,500	70,000	149	386

Through June, off-water SFH medians are up 7.7% on 25.6% higher volume over the same period last year. On-water SFH medians are up 12.9% on 31% higher volume. Off and on-water land medians are down -4.1% and -2.1% on 101.7% and 159.1% higher volumes respectively. Land inventory is currently 1306 versus 2043 a year ago which equals 8.96 MOI. SFHs are presently at 917 units versus 1647 a year ago, or 3.41 MOI.

Recent headlines suggest buyer sentiment is waning nationwide, though our inventory remains low. The music hasn't stopped for our area just yet, so keep on "WORKING!"

More stats at: bit.ly/NWAR-Stats

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

Lockbox Leaders



% Active Listings w/LBs	
England Realty	100%
Esckridge Realty	100%
People First Realty Group	100%
Woodland Lakes Realty	80%
4 Star Realty	67%
Century 21 Ace Realty	67%
Flanders Realty Group	67%
Northwoods Community Realty	67%
Wolf River Realty	63%
CLC Realty	60%
Lake Country Realty	60%
Schmidt-Haus Realty	60%

Active Listings (exc land/comm): 916
 LB Participants Active List: 1077 (85%)
 Eligible Listings w/LBs: 378 (41%)

More LB Resources: bit.ly/GNMLS-LBS

Toll-Free Helpline: 866-610-7997
 Email: support@techhelpline.com
 Online Chat: chat.techhelpline.com

NWAR/GNMLS Installation Dinner - St. Germain Sep 29

Join us at Whitetail Inn in St. Germain on Wednesday September 29th for a night of food, fun and fish stories as we cap off another sizzling summer! Presidents Andrea and Jerry will pass their gavels to new Presidents Pete Rondello (NWAR) and Ed Choinski (GNMLS). We will also induct new REALTORS, celebrate anniversaries, and have a 50/50 drawing benefiting Habitat for Humanity.

Dinner options include prime rib, chicken roulade, honey glazed salmon and (vegetarian) portobello mushroom over rice pilaf with plenty of sides. Cost is \$35 or FREE if you have an unused 2020 timely renewal coupon or are being inducted.

See the registration form on page 6 & please call Matt at 715-356-3400 to inquire about appetizer sponsorships.



REALTORS® on the Move:

New GNMLS Subscribers:

Name	Office
Naomi Barr ¹	Re/Max New Horizons - Phillips
Lina Bozenoviene	Coldwell Banker Realty - West Bend
Katie Bridgewater ¹	Re/Max Property Pros - Eagle River
Heidi Condon	Exit Midstate - Weston
Wesley Kobylarczyk	Shorewest REALTORS - Green Bay
Candice LaLuzerne	Keller Williams - Green Bay and U.P.
Jamie Lund ¹	Re/Max New Horizons - Phillips
Jacqueline Risjord ¹	EXP Realty - Minocqua
Tina Taylor ¹	Integrity Realtors - Antigo

Transfers & Releases:

Name	From	To
Bethany Anderson	First Weber - Bessemer	
Reilly Brigham	Integrity Realtors - Antigo	CR Realty - Antigo
Shane Packard	Integrity Realtors - Antigo	Homeland Realty - Crandon
Beth Roberts	Balsam Cottage Appraisal [^] - Bayfield	
Scott Schultz	InVest Real Estate [^] - West Bend	

¹ = New NWAR Member
^{*} = New GNMLS Office
[^] = Closed MLS Office



*"Summer's lease hath all too short a date."
 - William Shakespeare*

Board of Directors 2020-21

(Area code 715 unless otherwise noted)

Northwoods Association of REALTORS®

Officers (Term^):

Andrea Krueger, President	453-3365
Pete Rondello, President-Elect	358-0450
Joyce Nykolayko, Treasurer (2)	546-3900
Jon Long, Past President	453-4910

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

Tynan Anderson	(0-1*)	453-3365
Tom Bird	(1-2)	356-9521
Kim Brixius	(1-2)	453-1188
Ryan Hanson	(1-1)	358-5263
Andy Harris	(2-2)	543-8900
Ed Raasch	(2-1)	224-3800
Cassi Rupnow	(1-1)	356-4457
Ashlei Smith	(1-2)	966-9280

^ 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^):

Jerry Burkett, President	479-3090
Ed Choiniski, President-Elect	493-7827
Dan Pudlo, Treasurer (2)	547-3033
Jackie Leonhard, Past President	453-2673

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

Bonnie Byrnes	(1-1)	686-2481
Sandy Ebben	(2-2)	365-3000
Joe Flanders	(1-2)	420-1100
Adam Redman	(1-1)	358-0450
Mark Wagner	(0-1*)	762-3291
Julie Winter-Paez	(2-1)	480-4333

Next Board Meetings:

Thursday, July 15th
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 complete HouseLogic's REALTOR Survey by July 31st, you will earn free access to **2021 Technology Trends Webinar** (\$30 value)!

Claim your MVP reward at:
MVP.REALTOR

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 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 180 Member offices comprised of over 600 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-YT



bit.ly/NWAR-TW



bit.ly/NWAR-LI



NWAR/GNMLS 2021-22 Installation Dinner

NWAR and GNMLS cordially invite REALTORS, Affiliates, Sponsors & guests to our Installation Dinner at Whitetail Inn in St. Germain on Wednesday September 29th.

We will install new NWAR and GNMLS directors including 2021-22 NWAR President Pete Rondello and 2021-22 GNMLS President Ed Choinski. We will also induct new REALTORS, recognize anniversaries and announce results from our bylaws and budget votes. The evening will conclude with a 50/50 drawing benefiting Habitat for Humanity.

Entrée Selection :

- Beef Prime Rib
- Chicken Roulade
- Honey Citrus Baked Norwegian Salmon (gluten free)
- Portabella mushroom & vegetables over wild rice pilaf (vegetarian)

Sides: Rolls & house salad, garlic mashed potatoes, green bean blend

When & Where:

Wednesday, September 29th
Whitetail Inn
9038 Hwy 70, St. Germain

MASKS OPTIONAL - Attend at your own risk
PLEASE STAY HOME if unwell & we'll refund

Schedule:

- 5:00pm - Cocktails & Hors D'Ouvres
- 6:30pm - Call to Order & Dinner
- 7:00pm - Leadership Installation, New Member Induction, Anniversaries, 50/50 Drawing

\$35 per attendee - Register by 9/20



Map: <https://goo.gl/maps/TCAar6n2vBAuW7579>

REGISTRATION FORM

Return by 9/20 with check (or call for Paypal invoice) to: NWAR, PO Box 377, Woodruff WI 54568

Cost = \$35 per guest or free for new REALTOR inductees

Members w/ 2020 Timely Renewal Credit (\$35) may redeem - see credit list at: <http://bit.ly/NWARCoupons>

NOTE: Call Matt for late registration after 9/20. PLEASE STAY HOME if unwell & we will send refund

All attendees listed understand that masks are optional and each agrees to assume their own risk by attending:

Member Email (for confirmation): _____

Name(s):	Prime Rib	Chicken	Salmon	Portabella	Inductee?	Renewal Crdt?	
Subtotal (\$35ea exc Induc/RC):							TOTAL AMT:

Appetizer Sponsorships \$100 - Call 715-356-3400 or email matt@northwoodsrealtors.org for info