

The Realty Review



Northwoods Association of REALTORS® & Greater Northwoods MLS®

President's Message

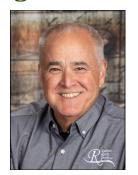
Pete Rondello, NWAR

Hi Friends! Happy mid-summer to you! That time of year when we try to sneak off and enjoy some of the same fun that our customers are having on the lakes and in the woods! Did you carve out a few hours or a day or two yet? You deserve it!

While the real estate market remains active and we're putting

in plenty of hours taking care of our clients, please be aware (if you're not already) that NAR is working to defend our current business model of commissions and compensation in the courts as that premise is challenged by multiple lawsuits. Inman News recently published a series of articles detailing these cases and potential repercussions - see bit.ly/301Fgir for more (ed: see <a href="https://www.wrana.com/wrana.

While you're at it, NAR can use your help! They're asking local associations and REALTORS to join in promoting the benefits of a pro-competitive and pro-consumer marketplace. I encourage you to share content from **competition.realtor** regarding the importance of having the MLS service. You may also invite consumers to read more about how real estate commissions work at: **realestatecommissionfacts.com**.



These could add some depth and professional appeal to your print and electronic media, newsletters, social posts, and help the overall cause. NAR also asks REALTORS to share your success stories on social media using the hashtag #ItsYourStory to spread the word on how REALTORS make a difference for

home buyers and sellers.

Read on in this newsletter for the deadline for discounted (or perhaps FREE) attendance at the WRA Convention in October, a chance to win a new iPad Air by investing in RPAC, and/or to help us reach our 2022 RPAC goal by donating a gift basket or certificate for our RPAC auction opening in August.

Finally, mark your calendars for September 29th to join us at Norwood Pines in Minocqua where Ed "Chewy" Choinski and I will hand the gavels over to GNMLS Prez-Elect Dan Pudlo and NWAR Prez-Elect Andy Harris. See you in August!

Pete



The Buzz:

- REALTOR SAFETY BULLETIN & Safety Resources
- RPAC Fundraiser Auction & iPad Air Contest
- Wisconsin Partisan Primary Election - Tuesday Aug 9th

Affiliate Spotlight



CROSSBRIDGE

COMMUNITY BANK

New name, same great team! Formerly Tomahawk and Merrill Community Banks, our newly-branded Crossbridge Community Bank continues our commitment to helping homebuyers fulfill their Northwoods dreams since 1920. While times are ever-changing, our dedication to top-notch service and low cost loans remains!

We retain servicing on all loans, offer low closing costs AND can help finance even the most unique properties. Need help with vacant land, condos or seasonal cabins? We can do that!

Jennifer Nerva, AVP-Lending NMLS #528424

15 E Wisconsin Ave, Tomahawk Ph: (715) 453-5354 Crossbridge.bank

WRA Convention - Register & Enter Drawing by 8/1

All the cool kids are heading down to Kalahari Resort in WI Dells from October 2-4 to "Light It Up" (proverbially) at this year's WRA Convention. Keynote speakers include <u>Walter Bond</u> and <u>Kim Becking</u>, and educational opportunities include real estate and appraisal CE, CRS, Women's Council of REALTORS (WCR) and a variety of breakout sessions. If you enjoy literally anything besides CE, they have you covered as



well with a golf outing, duck rides, wine trolley tours or "wine & design", trivia night, live music & more! **Register ASAP - some seating is limited & prices increase after 8/1!**See page 7 for more info and register online at the link below. NWAR Members can also click the 2nd link below by 7/31 for a chance to win FREE registration (\$149 value).

WRA Convention Registration: wra.org/2022ConventionReg
FREE WRA Convention Drawing (enter by 7/31): bit.ly/WRAC-FREE22

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President's Message

Ed Choinski, GNMLS

A past president once suggested that all of us Realtors take vacations in July. Why? Because everyone else is on vacation and you should take a break and recharge your batteries. Actually, nothing really has slowed down the past few years and I don't see it slowing down anytime soon. I bet we all could use a break!

For me July is one of the two months of the year I could do without. It's just too hot, too muggy, and too buggy. I would prefer to work than do anything else and save the time off when I can really enjoy it. The only upside to the heat is getting to watch my gardens take off and grow. Very shortly we will start enjoying what we have put so much time into.

Did you know Lake Tomahawk has an organization called Vets and Guides? Every year the organization pairs up



guides with veterans for a half a day of fishing and ends with a lunch. We have a fund raiser every year that supports the club's effort. Maybe someone in your office would like to bring a pontoon boat with a first mate and help with the event. Should anyone want more information or would like to make a donation please contact me and I will point you in the right direction.

Recently the board office has had a few complaints about people advertising their companies' names in the Realtor Remarks. This is not allowed - the only thing in the remarks section should be describing the property, period.

The Board has also been made aware of a person of the public who is threating Realtors. A report was filed with the Minocqua Police Department, and you may contact MPD to request more info to share with your office.

It is extremely important that you protect your reputation. This includes not letting others in this business interfere with your hard efforts. Work with the folks you can trust, work with the folks who will pick up their phone or at least call you back. I would not be where I am at today if I had chosen to wait on others.

Ed

Safety Bulletin & Resources

In light of the <u>SAFETY BULLETIN</u> just released, we remind everyone that personal safety should *always* be your top priority. While liability concerns limit what we may share in such situations, you may call the Minocqua PD as noted in the bulletin for more information.

We encourage firms to review and revise your safety policy regularly, and a variety of safety resources are accessible on our website at: bit.ly/NWAR-Safety. Stay safe everybody!

WI Partisan Primary Election - Aug 9th

The 2022 WI Partisan Primary election is Tues August 9th. Those planning to vote absentee should request your absentee ballot ASAP and mail it back at least 7 days before election day.

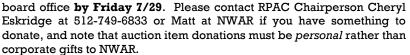


Visit <u>myvote.wi.gov</u> to register, request an absentee ballot, view what's on your ballot, and/or to find your polling place. Note that in a partisan primary election, you may vote for candidates in only one political party. Thank you for voting!

RPAC Auction - Opens Aug 5th

Our 2022 RPAC campaign kicks off soon with our online **NWAR RPAC Fundraiser Auction** that goes live Friday August 5th through Labor Day.

We greatly appreciate any auction donations of REALTORS* POLITICAL ACTION COMMITTEE gift certificates or baskets dropped off at the



A link will be emailed to all NWAR Members on August 5th when the auction launches, and all auction items won should be paid for promptly via personal check or via credit card online payable to RPAC or WRA Direct Giver - we'll include instructions should you win any items!

Where: Online at 32auctions.com - watch for email on 8/5

When: Opening noon Friday 8/8 & ending 9pm Mon 9/5 (Labor Day)

What: Gift baskets, gift cards & gift certificates

Watch for the email announcement next Friday 8/5 and THANK YOU to everyone who donated and/or places bids in the auction - good luck!

Win an iPad Air - Enter NOW!

NWAR Members (REALTOR or Affiliate) are all invited to enter a contest for a 2022 5th-Gen Apple iPad Air (blue). **Specs:** 10.9in Liquid Retina display, Apple M1 chip, 64GB storage, USB-C, WiFi, dual 12MP cameras, stereo speakers and all-day battery life.



To enter, register below and invest \$25+ in RPAC or WRA Direct Giver, and you will earn 1 entry for each \$25 you give. This contest is NOT a chance drawing, but rather a feat of skill since the winner will be the entrant who makes the best forecast of the 9/11/22 Packers-Vikings score. Perfectly fine to ask advice from your Packer diehard Uncle Jim!

Enter by 8/25 at: bit.ly/NWAR-iPad22

NWAR Affiliates

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.	Rock Rapids IA	Jason Probst	877-977-4949
<u>IncredibleBank</u>	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 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	Greg Peckels	715-369-3934
The Cayo Group at Inlanta Mortgage	Minocqua	Dee Cayo	715-358-9700
<u>Vilas Title Services</u>	Eagle River	Rick Ernst	715-479-4070
Wisconsin Benefit Planning	Minocqua	Charlie Ouimette	715-356-2300

NWAR Sponsors*

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

ENVPropSolutions@hotmail.com

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

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



Check the **GNMLS FAQ page** on our website to get answers to common questions. How do you list a manufactured home in a mobile home park? What is the difference between construction type mobile/manufactured and modular? What forms do you need for an office exclusive / one-party listing? Learn about Clear Cooperation rules, calculating square footage, find vendor support contacts & more.

Always choose Internet = NO when entering a one-party, FSBO or non-member listing; a listing to be on hold, or one that will need an address correction. When it is ready to be distributed as an Active listing then change to Internet = YES. If you release it to the internet with inaccuracies, you may have trouble getting corrections to show on external websites.

MLS Tip: Remember to use the ADU Detached Dwelling if you want to show finished sqft outside the primary home. These are searchable.

Educational Incentive Awards

NWAR Members will receive a \$100 educational incentive award after earning any new NAR designation or certification, and/or by completing WRA Quickstart (great for new agents!). Earning the C2EX endorsement is worth \$50 from NWAR, and our Feb & March newsletters have a couple more rewarding offers to explore!

WRA-Hosted NAR Desig/Cert Courses:

Oct 2: Certified Residential Specialist -Live @ 2022 WRA Convention



Details/Registration: bit.ly/WRA-Des-Crt



"Ending Tax Foreclosure Property Theft"

wra.org/legalupdates

See WRA's June home sales report:

wra.org/HSRJune2022



AE Corner

Matt Seegert - <u>matt@northwoodsrealtors.org</u>

Wondering how you compare to the competition? NAR just released their 2022 NAR Member Profile including a free summary PDF at: bit.ly/3cuc77u. NAR found that the typical REALTOR in 2020 was a 56yo female of 8 years experience with 12 transactions closed.

NWAR Membership age and sales totals were very close to the NAR average, though our tenure is higher at ~9.4yrs and we are ~52% male presently. Newer NWAR REALTORS (0-4 years tenure) currently comprise ~29% of membership and of those, ~54% are female so we are trending toward the NAR figures. We encourage long-tenured REALTORS to mentor the many new faces we've added in recent years to help preserve our high standards of professionalism and service!

To help you find the resources Pete mentioned and more, I recently updated our "Why Choose a REALTOR?" page with updated info that you may share with consumers at: bit.ly/3chvD6X

Registration info coming soon for the 9/29 Installation Dinner - hope you'll join us!

AE Tip: Google Analytics recently rolled out the <u>new "GA4" platform</u>. Contact your firm's web developer if you use GA to make sure it's updated!

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REALTOR Anniversaries

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

Jesse Freimuth - NorWisRealty.com, Rhinelander 5 Years:

Scott Erno - SE Realty, Minocqua

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.

Sam Blakley Passing

We received sorrowful news this week that former REALTOR Sam Blakley passed away peacefully Thursday July 7th at age

Sam proudly served in the Marine Corps before becoming a broker in Chicago. In 1999, he moved to Eagle River and

opened Blakley & Blakley Real Estate before retiring in 2015. Sam was a gifted storyteller and always had a new joke to share when visiting the board office.

A funeral service was held Tuesday July 26th at St Peter the Fisherman Catholic Church in Eagle River. Please view his obituary at bit.ly/3PuGMA6 for details, to share fond memories, and/or make a donation in his honor.

Rest in peace, Sam.

YTD Sales Update

On/Off	Media	n Price	Units	
Water	2021	2022	2021	2022
SFH Off	130,000	154,000	674	553
SFH On	299,450	394,500	574	436
Land Off	30,000	35,700	473	344
Land On	70,000	74,000	400	225

Halfway through 2022, off-water homes are down in volume but up in median about 18% each. On-water homes are down -24% in volume with +32% medians, so total home sales in \$\$ is still near 2021's record pace. Land sales are down -27% and -44% for off and on-water respectively, with medians up a +19% and +6%. As the old saying goes, "they're not making more land" and the best parcels likely sold before 2022. Recent consumer & builder surveys forewarn of a reversion toward a more balanced supplydemand equilibrium - prepare accordingly!

Lockbox Leaders



Active Listings (exc land/comm): 994 LB Participants Active List: 747 (75%) Eligible Listings w/LBs: 361 (48%)

NWAR Members who were on spring break and missed our March Newsletter should go back and read page 2 for an opportunity to complete a few free NAR online courses (~1-2hr total) an by doing so, earn a FREE meal at our upcoming Installation Dinner or Xmas Party!

NCREA Commercial Investment FREE Webinars

The National Commercial Real Estate Association is hosting a FREE "Commercial Investment Property" webinar series weekly starting August 4th (9a-11a Thursdays) - details as follows:

- Aug 4: Speaking the Language of Investors
- Aug 11: Understanding CRE Sellers & Their Product Types
- Aug 18: Presenting to Investors Virtually
- Aug 25: Advanced Commercial Prospecting

More Info & Registration: bit.ly/3Ohkm3N

I = New NWAR Member

* = New GNMLS Office ^ = Closed MLS Office



Transfers & Releases:

Name	From	То
Katie Bridgwater	Re/Max Property Pros - Minocqua	
Cassidy Brost	SCS Real Estate - Mosinee	
Barbara Connelly	Re/Max Property Pros - Eagle River	
Scott Moline	Re/Max Property Pros - Eagle River	
Julie Pairolero	Northwoods Real Estate - Mani. Waters	
Jacqueline Risjord-Goebel	EXP Realty - Minocqua	
Amber White	Eliason Realty - Eagle River	

Keep your face to the sunshine and you will

New GNMLS Subscribers:

REALTORS® on the Move

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Name	Office		
Nicole Annis	Cardinal Realty* - Appleton		
Andrea Bolan	Realty Execs Cooper Spransy* - Madison		
Erica Dumas ¹	Redman Realty Group - Eagle River		
Katie Elding	Realty Execs Cooper Spransy* - Madison		
Alexandra Hafemeister ¹	Northwoods Community Realty - Tomahawk		
Kraig Knaack	Knaack Realty* - Freedom		
Amanda Mortag ¹	Century 21 Burkett - Eagle River		
Faith Newberry	Faith Newberry Real Estate* - Presque Isle		
Sona Olson	Real Broker LLC* - Sun Prairie		
Katie Parfitt	House to Home Now* - Madison		
Barry Pittelman BMO Appraisal Review* - Broo			
Bryan Radlinger	Keller Williams - Fox Cities		
Keaton Schultz	Schultz Real Estate* - Stevens Point		
Daniel Spransy Realty Execs Cooper Spransy* - I			
Jennifer Stein	Homelister, Inc* - CA		
Danielle Traczyk	Zak's Realty - Ironwood		

Board of Directors 2021-22

(Area code 715 unless otherwise noted)

Northwoods Association of REALTORS®

Greater Northwoods MLS®

Officers (Term^):

Officers (Term^):

Pete Rondello, President	358-0450	Ed Choinski, President	493-7827
Andy Harris, President-Elect	543-8900	Dan Pudlo, President-Elect	493-7630
Jon Long, Treasurer (1)	996-2251	Julie Winter-Paez, Treasurer (1)	480-4333
Andrea Krueger, Past President	453-3365	Jerry Burkett, Past President	479-3090

<u>Directors (Term-Year - limit 2-2):</u>			<u>Directors (Term-Year - limit 2-2):</u>			
	Tynan Anderson	(1-1)	453-3365	Bonnie Byrnes	(1-2)	686-2481
	Tom Bird	(2-1)	356-9521	Jackie Leonhard	(1-1)	453-2673
	Kim Brixius	(2-1)	453-1188	Juckie Beofinara	(1 1)	100 2010
	Ryan Hanson	(1-2)	358-5263	Jim Olsen	(0-1*)	892-1684
	Janel Pagels	(1-1)	525-1008	Adam Redman	(1-2)	358-0450
	Ed Raasch	(2-2)	224-3800	Iim Tait	(1-1)	385-2077
	Paul Ross	(1-1)	762-3276	J 1 u	(1-1)	000 2011
	Cassi Rupnow	(1-2)	356-4457	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, August 18th 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 register for the web event "What Every Agent Needs to Succeed" by July 31st, you will earn a free Buffini & Company's New Agent Success Guide (\$250 value).

Earn your MVP reward at: MVP.REALTOR

Northwoods Association of REALTORS® & Greater Northwoods MLS®

PO Box 377 715-356-3400 Phone: 888-399-2118 320 Oak St. Suite B 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 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 & GNMI S 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





It's time to hustle and ignite your success! Join us for an energy-filled, three-day lineup of training, networking and entertainment to get that extra edge to succeed. With the "Light It Up" convention theme, you'll find high energy, big excitement and major inspiration. Plus, with the convention back in the Dells, it's the WRA convention experience you know and love at the Kalahari.





^{**}Wine trolley tour registration and payment must be coordinated directly with tour company. The WRA does not handle your wine tour registration. Taxes and fees not included in tour cost. For more details and to register, visit www.wra.org/WineTrolley2022.

 $\textit{Visit} \ \textbf{www.wra.org/2022ConventionReg} \ \textit{for more information and to register}.$

CONVENTION CANCELLATION POLICY

The WRA reserves the right to cancel courses if not filled. Attendee cancellations must be made in writing prior to September 9, 2022, and will be refunded minus a \$25 administration fee. Registrations cannot be transferred from person to person. See complete details: www.wra.org/ConventionPolicy.





WRA CONVENTION HEADQUARTERS AND HOTEL

Kalahari Resort & Convention Center

1305 Kalahari Drive Wisconsin Dells, WI 53965

RESERVATIONS

Reserve by phone: 877-254-5466 Room block name: Wisconsin REALTORS® Association Reservation deadline: September 2, 2022 Room rates start at \$129 per night

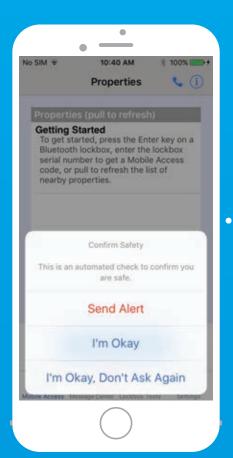
REGISTER FOR THE CONVENTION

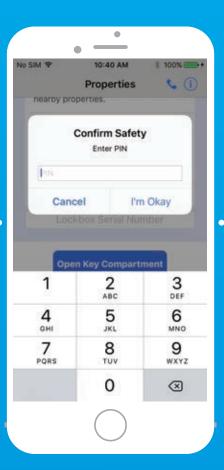
www.wra.org/2022ConventionReg

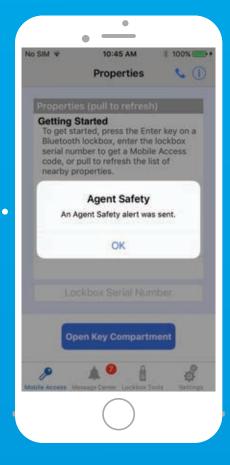




When using SentriSmart™ to open a lockbox, the Agent Safety Feature will launch. This feature will automatically alert your designated emergency contacts when you do not or cannot confirm you are safe.









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Enable Agent Safety Today

Agent Safety is a feature included in the SentriKey Real Estate app. To enable the feature, follow these simple steps:

- 1 Open the SentriKey Real Estate app
- At the top left, tap the menu > My Settings > Agent Safety > Enable Agent Safety
- Accept the Release Agreement
- 4 Enter your four-digit PIN or use Touch ID or Face ID to confirm identity
- To allow access to your contacts, tap + (next to Safety Notification Contacts) and select **OK**
- 6 Select at least one contact from the list
- 7 Tap Continue to cycle through confirmations

