



# The Realty Review

Volume 10, Issue 6



June 2020

Northwoods Association of REALTORS® & Greater Northwoods MLS®

## President's Message

Jon Long, NWAR

Fortunately we flattened the curve enough that hospitals have not been overwhelmed to date, and many states are easing or ending their stay-home orders. While we have relatively few COVID-19 cases to date in the Northwoods, our numbers will likely rise through the busy vacation season. Please remain vigilant about safety measures whether at a property, the office or the grocery store. We do not have thousands of spare hospital beds here, and many local residents are retirees who may be at higher risk.

One way to offer reassurance to customers, clients and partners is to use WRA's [COVID-19 Showings and Inspections Safety Commitment Form](#) where parties can affirm they will promptly notify others if ordered to self-quarantine due to a positive test or high-risk exposure. This form also clarifies that firms and agents are not responsible for consequences of the pandemic on those choosing to visit properties. Also worth a read are WRA's [Property Showing Guidelines and Best Practices for In-Person Open Houses](#) docs.

Thank you to the 160+ who voted in the NWAR election. We hope you found it easy and welcome any feedback. Congratulations to our new leadership and thank you to all



candidates who ran for a seat on the NWAR board.

If you have an idea for a Lunch & Learn in the upcoming season starting in October, please let Education Chair Andy Harris or Matt know since they will be working on that schedule over the next couple months.

YTD sales through May are not far off the record year in 2018 that helped lead to our present inventory crunch. It seems anything with four solid walls is selling lately, so make hay while the sun shines but sock some away just in case rainy days return. 2020 is shaping up to be a BIG chapter in the history books, and it's anyone's guess what the rest of the year has in store. Have a safe and fun 4th of July and save the date of Wednesday 9/2 for our Golf Outing, RPAC Auction (gift baskets appreciated!) and Installation Dinner. Hopefully the inherent social distancing from enjoying our great outdoors will keep COVID cases low through summer.

As for all the hot button topics and issues facing us these days, I think my grandfather had it right all along: Life is simple, treat others how you want to be treated and life will be better for everyone. Words to live by, thanks Grandpa! Now sell sell sell! -- Jon

### The Buzz:

- **Golf Outing, RPAC Auction & Installation Dinner - Sep 2**
- **2020 NWAR/GNMLS Election Results**
- **Microsoft Surface Go Tablet Drawing**

### \*New\* Affiliate Spotlight



Founded in Iowa in 1999, Home Warranty has since grown to serve over 30 states. We provide homeowners with confidence and peace of mind through financial protection of repairs and replacements of mechanical systems and appliances.

#### Why choose Home Warranty?

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**Jason Probst**

Home Warranty Inc - Park Falls

Ph: (877) 977-4949

[HomeWarrantyInc.com](http://HomeWarrantyInc.com)

## Golf Scramble, Installation Dinner & RPAC Auction - Sep 2

Save the date of Wednesday September 2nd and pray for nice weather and a light breeze to keep the skeeters at bay! COVID put the kibosh on our election dinner so we moved our golf outing and auction to coincide with our annual installation dinner at St. Germain Golf Club and Whitetail Inn.

Golfers can hit a free bucket of balls before competing for several team and individual skills prizes courtesy of our event sponsors. Dinner guests will enjoy BBQ ribs and chicken with plenty of sides plus appetizers for the early arrivals. Bring along your *personal* checkbook to bid on baskets and other items in our RPAC fundraiser auction. Other events include installation of 2020-21 NWAR/GNMLS leadership by 2020 WRA Chair Steve Beers, 2020 NWAR Family Scholarship awards (if any students are still in town), service and anniversary recognition and more.

If you would like to sponsor a golf hole or dinner appetizer (\$100 for either), please contact [matt@northwoodsrealtors.org](mailto:matt@northwoodsrealtors.org) to inquire. We are working on a few finishing touches and registration will open soon - watch for that coming by mid-July and please let us know if you can donate a gift basket, gift certificate or anything else for our RPAC Auction.



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## President's Message

Jackie Leonhard, GNMLS

Summer is here and we can do some tours by boat!

Have you ever wondered where you or your firm sells the most properties? You can use Xposure and go to the My Listings tab. Choose your Office Listings or just your own. Change the green Active button to red Sold and set the time frame for the past 6 months or 1 year. If you have more than 100, scroll to the bottom and change 100 to display ALL. Then back to the top and click the box to select all listings and change the View to map view. You can make the map full screen and take a clipping of it to paste into other documents.

Remember to use the ShowingTime cart when setting up showing appointments to make it easy to plan your day of showings.



Thank you to everyone for voting; hopefully you checked the links in the popup message to see who new directors are for next year.

The market has been very active and we have seen many agents traveling outside their normal areas to find buyers a property. It has been great to have the extra activity on the listings and moving some older inventory along with the new listings. I think we will see continued activity with buyers that want to work from the Northwoods! Make

sure you check Internet Highspeed under utilities and maybe use remarks to highlight this. Another thing that might be helpful is to get the speed of it just like we do when we pull utilities.

One More tip is to ask the seller for a copy of the appraisal and confirm the sq ft on the listing. This helps the appraisers have accurate info when pulling listings for comps. We need to be better at measuring and making sure the sq ft for each level is correct. If your seller has an old appraisal please use it.

Finally, remember the Golden Rule to treat others fairly and honestly. When your listing expires it is your duty to remove all signs and lockboxes from the property promptly.

Enjoy a fantastic 4th and all of July coming around the corner!

Jackie

## 2020 NWAR & GNMLS Election Results

### GNMLS 2020 Election Results

**2020-21 President** (filling vacancy):  
*Jerry Burkett, C21 Burkett & Assoc.*

**2020-21 President-Elect:**  
*Ed Choinski, 4 Star Realty*

**2020-21 Treasurer:**  
*Dan Pudlo, Appraisal Associates*

**2020-21 Directors** (\* = 2nd term):  
*Bonnie Byrnes, Headwaters Real Est.*  
*Adam Redman, Redman Realty Group*  
*Julie Winter-Paez\*, Re/Max Prop. Pros*

**2020-21 Returning Leadership:** *Jackie Leonhard (as Past Prez), Directors Sandy Ebben, Joe Flanders*

Due to the pandemic, we shifted on the fly this year to conduct elections online. While NWAR was fortunate to have had a provision for online elections already in place, GNMLS only had a provision for electronic voting on bylaws revisions. Fortunately that allowed GNMLS to hold a bylaws revision vote electronically to add a provision to bylaws allowing for electronic balloting in elections as well.

The platform we used - ElectionRunner.com - offers secure online elections by emailing voters with unique single-use credentials. Voters can opt to download a ballot receipt, it creates robust audit logs for election volunteers to review, and it even has a fraud analysis tool (no problems found). It is also quite affordable at under \$50 per election. Voter turnout was well above past live votes at 41% for NWAR and 31% for GNMLS. Thank you to all our voters and especially to our fine group of candidates!



### NWAR 2020 Election Results

**2020-21 President-Elect:**  
*Pete Rondello, Redman Realty*

**2020-21 Treasurer:**  
*Joyce Nykolayko, C21 Burkett*

**2020-21 Directors** (\* = 2nd term):  
*Ryan Hanson, Lakeland Realty*  
*Ed Raasch\*, Woodland Lks Realty*  
*Cassi Rupnow, CB Mulleady*

**2020-21 Returning Leadership:**  
*Jonathan Long (as Past Prez),*  
*Andrea Krueger (as Prez), Directors*  
*Tom Bird, Kim Brixius, Andy Harris,*  
*Erik Johnson, Ashlei Smith*

## RPAC News: Microsoft Surface Go Tablet Drawing

While our annual RPAC Auction has been postponed to coincide with our Installation Dinner September 2nd, NWAR Members can enter today for a chance to win a new Microsoft Surface Go tablet PC with Type Cover magnetic keyboard. Features include Windows 10, 10" 1800x1200 touch display, Intel Pentium Gold Processor 4415Y, 1080p HD video (8mp rear, 5mp front cameras) a 128GB hard drive, 8GB RAM, Wi-Fi & Bluetooth 4.1. This handy work-on-the-go device weighs just 3.61 pounds and is rated for 9 hours of usage. Special thanks to WRA & RPAC for donating this device to help us kick off another season of fundraising in a year when RPAC will be very busy investing in candidates that protect homeownership. Use it as tablet during a walkthrough to view (or even enter) details and docs, fire up a videoconference to negotiate with the seller's agent, then attach the magnetic keyboard to turn it into a laptop and fill out the O2P in Zipforms. The buyer could even use it to login to their email and e-sign with just one finger! This device makes social distancing easy - just connect to free wifi or your phone's mobile hotspot and the patio outside a coffee shop can be your office!

We ask for a RPAC donation of \$25 per entry and a maximum of 100 total entries will be sold, and this is ONLY open to NWAR Members (limit 4 entries through 8/23). Register at the link below and we will email you details to make your RPAC or Direct Giver investment to validate your entries. The drawing will be on September 2nd at the dinner - need not be present to win.

**Tablet Drawing Registration Link:** [bit.ly/NWAR\\_Drawing](https://bit.ly/NWAR_Drawing)



Affiliate Company	Location	Affiliate Name	Phone
<a href="#">AmeriSpec Inspection Services</a>	Rhineland	<a href="#">Brad Francis</a>	715-493-0185
<a href="#">Associated Title &amp; Closing Services</a>	Ironwood MI	<a href="#">Roy D'Antonio</a>	906-932-6340
<a href="#">Big Moose Home Inspections</a>	Bessemer MI	<a href="#">Tom Ruemenapp</a>	906-663-2221
<a href="#">CoVantage Credit Union</a>	Antigo	<a href="#">Michelle Brettingen</a>	715-627-4336
<a href="#">CoVantage Credit Union</a>	Antigo	<a href="#">Pam Jansen</a>	715-627-4336
<a href="#">CoVantage Credit Union</a>	Crandon	<a href="#">Angela Retzlaff</a>	715-478-5100
<a href="#">Gowey Abstract &amp; Title</a>	Minocqua	<a href="#">Mike Brandner</a>	715-356-3000
<a href="#">Home Warranty Inc.</a>	Rock Rapids IA	<a href="#">Jason Probst</a>	877-977-4949
<a href="#">IncredibleBank</a>	Minocqua	<a href="#">LeAnn Hayden</a>	715-358-9319
<a href="#">JP Home Inspections</a>	Rhineland	<a href="#">James Pueschner</a>	715-360-7228
<a href="#">Knight Barry Title Service</a>	Minocqua	<a href="#">Patrick Hugunin</a>	715-439-4114
<a href="#">mBank</a>	Eagle River	<a href="#">John Hletko</a>	715-477-3841
<a href="#">mBank</a>	Eagle River	<a href="#">Cathy Humbaugh</a>	715-477-3885
<a href="#">Northern Title &amp; Abstract</a>	Rhineland	<a href="#">Al Mancl</a>	715-365-5000
<a href="#">Northwoods Property Inspections</a>	Park Falls	<a href="#">Michael Weidman</a>	715-934-9105
<a href="#">Northwoods Title &amp; Closing Svcs</a>	Eagle River	<a href="#">Maryann Fath</a>	715-479-6459
<a href="#">Oneida Title &amp; Abstract</a>	Rhineland	<a href="#">Jeanne Smith</a>	715-362-3348
<a href="#">People's State Bank</a>	Eagle River	<a href="#">Val Dreger</a>	715-479-1794
<a href="#">People's State Bank</a>	Minocqua	<a href="#">Tim Sanderson</a>	715-358-7070
<a href="#">Shoreline Title Services</a>	Rhineland	<a href="#">Greg Peckels</a>	715-369-3934
<a href="#">The Cayo Group at Inlanta Mortgage</a>	Minocqua	<a href="#">Dee Cayo</a>	715-358-9700
<a href="#">Tomahawk Community Bank SSB</a>	Tomahawk	<a href="#">Shelly Cole</a>	715-453-5354
<a href="#">Tomahawk Community Bank SSB</a>	Tomahawk	<a href="#">Deb Duncan</a>	715-453-5354
<a href="#">Tomahawk Community Bank SSB</a>	Tomahawk	<a href="#">Jennifer Nerva</a>	715-453-5354
<a href="#">Vilas Title Services</a>	Eagle River	<a href="#">Rick Ernst</a>	715-479-4070

## NWAR Sponsors\*

### ENV Property Solutions

Fifield  
Barbara Flietner  
Ph: 715-661-0561

[ENVPropertySolutions.com](#)

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

## MLS Memo



Lon Fisk - [NWARLonF@gmail.com](mailto:NWARLonF@gmail.com)

Thank you to all who are willing to serve on the MLS Board. The business would not operate without their diligent efforts, so please give them a hand or thanks when you see them next.

As is common to life it seems, the time is quickly passing so please remember to acclimate yourself to Xposure if you are not yet using it fulltime. We are down to the last six months supporting the legacy MLS systems. Interface Express will be discontinued and Interface Desktop will be available only on a per agent basis directly from RealtyServer, not through the MLS.

The market appears to remain red hot with nearly 1/3 of our total housing inventory having accepted offers. Buyers will need your help to act immediately should a property become available that interests them. The next day may be too late.

Let your licensed home inspectors know we can get them ShowingTime access for appointments.

**MLS Tip:** For Xposure CMA's begin with a normal Search for your filters, then skip step 2 under CMA's.



**LEGAL UPDATE LIVE**  
EPISODE TWO:  
UNEMPLOYMENT FOR REALTORS® UNDER THE CARES ACT

To help you stay informed on rapidly-evolving changes to regulations and relief efforts, WRA is hosting weekly 30-minute "Legal Update Live" sessions where Members can learn the latest and ask questions of WRA's Legal and Government Affairs teams. Replays can be viewed on the WRA website at: [www.wra.org/LEGALTALKS](http://www.wra.org/LEGALTALKS)



**WRA CAPITOL INSIGHTS**  
OUR ALL NEW  
**PODCAST SERIES**

WRA recently launched a new "Capitol Insights" podcast series covering advocacy issues of significance to REALTORS and homeowners.

Stay up to date on WRA's legislative efforts in Madison and legislative concerns related to real estate by following this informative new series at:

[www.wra.org/capitolinsights/](http://www.wra.org/capitolinsights/)



## AE Corner

Matt Seegert - [NWARMatt@gmail.com](mailto:NWARMatt@gmail.com)

Thank you to all who voted in our first election. We hope you found it easy despite my quickly-corrected snafu on the end time. Hopefully this will become the new standard since it saves precious time at general meetings and makes the job of election volunteers much easier as well. THANK YOU as well to all our volunteers serving or running for our boards and/or committees - your service to fellow Members is highly commendable!

We have had a couple hearings and a handful of ombudsman requests of late, and Prof Stnds matters are on the rise. Some have asked me to research possible unethical behavior and report back. Please note that my role in such matters is not that of a detective but rather of a court clerk. Complainants must gather their own evidence and either contact the other REALTOR (or their broker) directly with their concern, or they may explore our [Professional Standards processes](#). It is improper to ask staff to investigate or pursue a complaint simply because the complainant wishes to remain anonymous. A core tenet of due process (which also applies for REALTOR Prof Stnds) that a respondent has the right to face and challenge his or her accuser.

**AE Tip:** Check out [brave.com](http://brave.com) for a fast, secure & private web browser that has quickly become my fave!

## REALTOR Anniversaries

Congratulations to the following NWAR Members celebrating a quinquennial anniversary in March or April:

### 40 Years!:

**Gary Javore** - Coldwell Banker Mulleady, Minocqua  
**Inge Knauz** - Owl's Nest Realty, Eagle River

### 20 Years:

**Connie Brayton** - Lake Country Realty, Elcho

### 5 Years:

**T.D. Biegel** - Re/Max Property Pros, Eagle River  
**Melissa Goodenough** - Tebo Lakewood Realty, Lakewood  
**Faith Newberry** - Re/Max Action North, Mercer

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.

## Professional Standards Report

Since this time last year, we have held two REALTOR Ethics hearings (both in the past few months) with zero arbitration hearings. We have also handled 5 ombudsman requests and a smattering of inquiries where the complainant was referred to our Prof Stnds processes but did not contact us to pursue it further.

Each ethics/arbitration hearing is preceded by a Grievance Committee review (akin to a grand jury) whose role is to qualify a complaint for a hearing, and the panels for that and a formal hearing each involve 3 or more Prof Stnds volunteers. Every dispute that advances to a hearing thus involves at least 7 volunteers since PS Chair Rick Zoerb usually serves as Hearing Officer to conduct the hearing. We note all this because our roster of Prof Stnds volunteers, while adequate, could certainly use more to ease the burden on each volunteer. If you are interested in serving as a Prof Stnds volunteer, please let us know and we will send you details the next time we schedule a ~6hr training class with WRA Prof Stnds Director Tracy Rucka (typically around Oct-Nov). Thank you to all our PS volunteers for your dutiful service over the past year!

## REALTORS® on the Move:

### New GNMLS Subscribers:

Name	Office
Jerrod Bennett	Alterra Real Estate Group* - Fitchburg
Michael Cashman	United Country Midwest Lifestyle Props* - Portage
Kevin Dunn	EXP Realty - Minocqua
Travis Hamele	United Country Midwest Lifestyle Props* - Portage
Bruce Johnson	Quinn Real Estate* - Wausau
Jeffrey Marchant†	Re/Max Action North - Mercer
Gabrielle McIntosh	EXP Realty - Minocqua
Rachel McNamara	Keller Williams* - Stevens Point
Nancy Passini	Coldwell Banker Action - Schofield
Cheryl Quimby	Keller Williams* - Stevens Point
Dan Quinn	Quinn Real Estate* - Wausau
Jacqueline Risjord	Re/Max Property Pros - Eagle River
Peter Strueck	Keller Williams* - Stevens Point

## YTD Sales Update

On/Off Water	Median Price		Units	
	2019	2020	2019	2020
SFH Off	122,350	122,500	369	384
SFH On	226,725	260,000	303	268
Land Off	21,000	32,250	164	164
Land On	65,000	75,000	97	99

On-water prices are up nearly 15% YOY through May, but volume is down -11.6%. Sure looks like an inventory crunch for desirable waterfront homes. Off-water SFD sales are up 4.1% with prices flat, so first-time buyers and/or downsizers appear to be plentiful. Land prices are up a hefty 53.6% off-water and 15.4% on-water on steady volume, so expect to hear lots of skil-saws soon since builder sentiment is skyrocketing. Shaping up to be another busy summer if we can just find enough willing sellers! As always, remember "safety first"

More stats at: [bit.ly/NWAR-Stats](http://bit.ly/NWAR-Stats)

## COVID-19 Update

COVID-19 news has slowed a bit of late as we have started to come to grips with the unwelcome yet valid term "new normal". Yours truly posted daily updates to our website and social media from mid-March through April, and Lon also wrote up a [Showing Guidelines article](#) offering guidance during this unprecedented global health crisis.

Please remain on guard to help keep the pandemic from doing to us what did to some major metros, and please follow our [Facebook Group](#) and bookmark these links for updates and helpful resources:

- [www.nar.realtor/coronavirus](http://www.nar.realtor/coronavirus)
- [www.wra.org/coronavirus](http://www.wra.org/coronavirus)
- [northwoodsrealtors.org/covid-19-resources/](http://northwoodsrealtors.org/covid-19-resources/)

## Lockbox Leaders

% Active Listings w/LBs	
4 Star Realty	100%
Century 21 Ace Realty	100%
Dollhouse Elite Realty	100%
Eskridge Real Estate	100%
Woodland Lakes Realty	77%
Northwoods Community Realty	76%
Wolf River Realty	68%
Redman Realty Group	68%
Re/Max Property Pros	63%
Eliason Realty of St. Germain	62%

Active Listings (exc land/comm): 1741  
 LB Participants Active List: 1525 (88%)  
 Eligible Listings w/LBs: 716 (47%)

View SentiLock lockbox training guides, tip sheets and more at: [bit.ly/NWAR-LBS](http://bit.ly/NWAR-LBS)

### New GNMLS Subscribers (cont'd):

Name	Office
Matt Tranel	Keller Williams* - Stevens Point
Ryan Werth	Alterra Real Estate Group* - Fitchburg
Mark Willborn	Value Plus, LLC* - Minocqua
Patrick Willis	EXP Realty - Minocqua
Kia Xiong	Keller Williams* - Stevens Point

### Transfers & Releases:

Name	From	To
Eric Hauser	Weichert REALTORS Jarpo Grp - Wausau	
Tarah Rappley	First Weber - Rhinelander	

"In recognizing the humanity of our fellow beings, we pay ourselves the highest tribute." - Thurgood Marshall



† = New NWAR Member  
 \* = New GNMLS Office  
 ^ = Closed MLS Office

## Board of Directors 2019-20

(Area code 715 unless otherwise noted)

### Northwoods Association of REALTORS®

#### Officers (Term^):

Jon Long, President 453-4910  
 Andrea Krueger, President-Elect 453-3365  
 Joyce Nykolayko, Treasurer (1) 546-3900  
 (Vacant), Past President

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

Tom Bird (1-1) 356-9521  
 Kim Brixius (1-1) 453-1188  
 Andy Harris (2-1) 543-8900  
 Erik Johnson (1-1) 892-1234  
 Ed Raasch (1-2) 224-3800  
 Cassi Rupnow (1-1)\* 356-4457  
 Pete Rondello (1-2) 358-0450  
 Ashlei Smith (1-1) 453-1188

### Greater Northwoods MLS®

#### Officers (Term^):

Jackie Leonhard, President 453-2673  
 Jerry Burkett, President-Elect 479-3090  
 Dan Pudlo, Treasurer (1) 547-3033  
 John Misina, Past President 479-4431

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

(Vacant)  
 Ed Choinski (2-1) 493-7827  
 Sandy Ebben (2-1) 365-3000  
 Joe Flanders (1-1) 420-1100  
 Brenda Thompson (2-2) 358-0494  
 Julie Winter-Paez (1-2) 480-4333

^ 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

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

#### Next Board Meetings:

Thursday, July 16th  
 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 one event in the Virtual Tech Edge series by 6/30, you will earn a free **4 Secrets to Real Estate Success Webinar** (\$29.95 value).

**Claim your MVP reward at:**

[MVP.REALTOR.ORG](http://MVP.REALTOR.ORG)

## 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](mailto:Staff@NorthwoodsRealtors.org)

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

**Board Office Location:** [bit.ly/NWAR-Map](http://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 170 Member offices comprised of over 480 brokers, agents and appraisers.

### NWAR & GNMLS on the Web:

**NWAR Homepage:** [NorthwoodsREALTORS.org](http://NorthwoodsREALTORS.org)

**Member FB Group:** [Facebook.com/Groups/NorthwoodsREALTORS](https://Facebook.com/Groups/NorthwoodsREALTORS)



[bit.ly/NWAR-FBK](http://bit.ly/NWAR-FBK)



[bit.ly/NWAR-TW](http://bit.ly/NWAR-TW)



[bit.ly/NWAR-YT](http://bit.ly/NWAR-YT)



[bit.ly/NWAR-LI](http://bit.ly/NWAR-LI)