

The Realty Review

Volume 12, Issue 6
Summer June 2022

Northwoods Association of REALTORS® & Greater Northwoods MLS®

President's Message

Pete Rondello, NWAR

Hi friends! It's officially summer, in more ways that one. Just try to make a left turn! Another way you can tell: Our annual golf outing is already in the books! Congrats to Lexi Thomas, our scholarship winner. What a delight to meet Lexi and hope of nothing but

blue skies and straight drives for her in the years ahead. Congrats to our winning golfers, and those who volunteered for and won seats on the GNMLS and NWAR boards. Your leadership and gift of time and talents is appreciated. We will swear them all in at our autumn Installation Dinner, tentatively scheduled for 9/29 at Norwood Pines in Minocqua.

Until then: Please join fellow REALTORS statewide in contributing \$50 or more to Wisconsin REALTOR Foundation's "Team Up Against Hunger" week thru 6/24. All donations of \$50+ will be double-matched by WRF, which means your \$50 turns into \$150 - that's 450 meals for Wisconsin children facing hunger! Do it right now; it's the right decision. So is getting in touch with RPAC Chair Cheryl Eskridge



or Matt with your basket or gift certificate donation for the 2022 RPAC Auction, which will happen online during August.

And, best to book that room at the Kalahari and get ready for the WRA Annual Convention, October 2nd – 4th in Wisconsin Dells. Wrap up real

estate and appraisal CE, take a CRS course, and hobnob with your fellow wizards in a fun town with plenty of activities for all.

Lastly, watch for details of our guest speaker luncheon November 9th in Rhinelander with investigative journalist Bill Dedman. Dedman won a Peabody Award in 2019 for "Long Island Divided", an eye-opening fair housing expose that deserves your attention to ensure that YOU are giving all customers and clients professional, equal and respectful service. It's a free event - details soon.

Plenty of good things to come! Happy Summer and good vibes!

Pete

The Buzz:

- WRA Convention Oct 2-4 & FREE Registration Drawing
- NWAR RPAC Online Auction -Donations Appreciated!
- 2022 NWAR & GNMLS Election Results

Affiliate Spotlight



Peoples State Bank opened in 1962 as an independent bank dedicated to customer satisfaction.

Having worked here the majority of my career, I love and understand this Northwoods market. Whether buying, building, or improving existing property, I have the tools and expertise to fulfill your clients' dreams.

Tim Sanderson



NMLS# 412971 Minocqua 715.358.7070 www.bankpeoples.com

Member FDIC | Equal Housing Lender

WRA Convention Oct 2-4 - Free Registration Drawing

The WRA 2022 Annual Convention is back at Kalahari Resort in the Dells on October 2-4. Keynote speakers Walter Bond and Kim Becking will help you find your "A" game, and educational opportunities include real estate and appraisal CE, CRS and Women's Council of REALTORS (WCR) courses and several informative breakout sessions. If you're looking for fun and networking, WRA has you covered with a golf outing, duck



rides, wine trolley tours or "wine & design", trivia night, live music and more! Some events/classes are limited so register ASAP - prices go up after 8/1!

See page 7 for more info and register at the link below. If you're a NWAR Member, make sure to enter the drawing at the second link below for a chance to save \$149!

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

Inside This Issue:

GNMLS President's Message	2
Affiliates & Sponsors	3
MLS Memo & AE Corner	3
Member Recognition & Moves	4
Monthly MLS & Lockbox Stats	4
About NWAR/GNMLS	5
Golf/Election Dinner Recap	6
WRA Convention Registration	7

President's Message

Ed Choinski, GNMLS

Interest rates are up and the stock market's down, but life's still good in my hometown. Thank God for where we live! No matter what is going on in the rest of the world, we are fortunate to be in an area where life (for the most part) is carrying on as usual. I also want to give a special thanks to Erik Johnson and his committee for putting on another great golf event. Thank you as well to everyone who attended and supported our golf and dinner events!

Recently the WRA worked to change the law regarding easements in Wisconsin. Basically, the law was set to expire and unless an easement was re-recorded it would go away. This would have been a complete disaster for many of our folks. Please click the following link to read up the recent



changes, and I encourage folks to ask their broker for further information: bit.ly/3NrbyZ3

By now things should be really heating up and I guess we could include the weather. If you are lucky enough to get a listing or two, then you probably earned your luck by working your tail off. By the way, did you know the Lake Tomahawk Volunteer Fire Department is the only fire department in our area

that puts on the show for the fourth of July? That's right: Every one of the members has had fireworks safety training and is tasked with putting on one of the best shows in all of the Northwoods. The members are also in charge of crowd control, traffic control and a whole host of other things for that day. After the parade is over, it takes hours to get the fireworks ready for the show that night. Sometimes we're scrambling to get things done just before the show is scheduled to start. Most people have a chance to hang out with their family and friends, but not this group of volunteers.

I know what my reputation looks like; what about yours?

F.d

2022 GNMLS Election Results

Held live & absentee Thu. June 2nd

2022-23 GNMLS Officers-Elect

GNMLS President-Elect: Adam Redman GNMLS Treasurer: Jackie Leonhard

2022-23 GNMLS Directors-Elect:

Jerry Burkett Jim Mulleady Jr. Chris Raasch* Julie Winter-Paez



* = Elected to 1-year term to fill vacancy created by J Leonhard election to Treasurer

2022 NWAR Election Results

Held online Wed. June 8th

NWAR Officers:

NWAR President-Elect: Ed Raasch

NWAR Treasurer: Not on ballot - 2yr term ends 2023

NWAR Director (* = incumbent):

Kristin Gullickson-Wild Ryan Hanson* Cliff Kolinsky



Thank you to all candidates who ran this year and Members who voted in our elections!

2022 RPAC Auction (Donors Appreciated!) & iPad Contest

Our 2022 RPAC Auction is online again opening in early August. Please contact RPAC Chairperson Cheryl Eskridge at 512-749-6833 or Matt at NWAR if you can help by donating a gift basket or gift card/certificate for a local business. Please make sure your donations are received at NWAR by July 31st so we have time to enter them into the auction platform, and make sure to include the fair market value for gift baskets and any gift certs that do not include the value.

Where: Online at 32 auctions.com

When: August 5th thru September 5th (Labor Day)

What: Gift baskets & gift card/certificates

iPad Air Contest: Also opening to all NWAR Members prior to our auction is a contest where you can turn a \$25+ investment in RPAC or Direct Giver into a 2022 5th Gen Apple iPad Air (blue) w/ 10.9in Liquid Retina display, Apple M1 chip, 64GB storage, USB-C, WiFi, dual 12MP cameras, stereo speakers and all-day battery life. Watch for that announcement soon!







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



Lon Fisk - lon@northwoodsrealtors.org

Who's jurisdiction is it? MLS's often operate across borders in each other's area. As a subscribing member to GNMLS, all listings taken in Forest, Iron, Langlade, Lincoln, Oneida, Price, or Vilas county are your obligation to enter into GNMLS prior to any other MLS entries and all other public advertising. These are the counties that NAR has assigned to GNMLS as our primary service area.

If you belong to multiple MLS's, you must enter properties within these core counties into GNMLS first. For listings in other counties, you may either enter them first into GNMLS in accordance with GNMLS rules, or you may choose to leave them out of GNMLS entirely.

You can still enter non-member sales after the closing for your buyer side of the sale.

Xposure and some portals handle photos such as wide or vertical, but for the best look on hundreds of others, use 4x3 horizonal pictures.

MLS Tip: Using multiple displays? You can open a new Xposure tab and drag it off to the other screen.

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

See page 2 of the February & March NWAR newsletters for additional ways you can earn the AHWD Certification and/or dinner at a 2022 NWAR dinner event for FREE!



Stay up-to-date on the state of real estate in our state!

wra.org/HSRMay2022

AE Corner

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

Thank you again to everyone who volunteered and/or sponsored our 2022 golf outing & election dinner. Lon and I scurry to keep up with the busy schedule for this event each year, and we *greatly* appreciate the help many of you provide to make it a fun & rewarding day for all! On that note, we thank and congratulate Affiliates Deb Duncan & Jennifer Nerva (who host our putting contest each year) on their recent rebrand to Crossbridge Community Bank!

As noted on page 2, we will kick off our RPAC campaign once again this August and welcome your support as an auction donor, bidder and/or iPad contestant. Our RPAC team at WRA and NAR do a terrific job defending property rights and real estate in Wisconsin and across the nation. RPAC supports candidates from any party who commit to protecting and defending property rights and our industry. Read about WRA's 2021 wins and current goals in their 2022 REALTOR Legislative Report at: bit.ly/3Ocf8au

Have a fun USA 246th birthday party!

AE Tip: Seeking content to engage your clients?
Find free content & tips to share via newsletter,
email & social media at: members.houselogic.com

Page 4 Volume 12, Issue 6

REALTOR Anniversaries

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

Jody Delasky - Re/Max New Horizons Realty, Phillips

Laurie Cummings - CB Mulleady, Manitowish Waters 10 Years:

Tom Bird - First Weber, Minocqua Rich Clinton - Birchland Realty - Phillips

Caroline Johnson - EXP 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.

FREE NAR "Bias Override" Course

WRA is offering virtual course "Bias Override: Overcoming Barriers to Fair Housing" on



July 21st from 9am-12pm. Attendees will learn how implicit bias can lead to fair housing violations and explore ways to improve your ability to work with clients from diverse backgrounds.

NWAR Members who complete this course and forward the course completion email to NWAR afterwards will receive a rebate check for the \$39 registration fee.

Register online at: wra.org/ImplicitBias

YTD Sales Update

On/Off	Mediar	n Price	Units	
Water	2021	2022	2021	2022
SFH Off	125,000	150,000	522	417
SFH On	280,700	394,000	435	330
Land Off	28,000	35,000	384	270
Land On	68,000	71,000	309	174

Thru May, total GNMLS properties sold is 1495 versus 2025 in early 2021 - down 26%. The 2022 overall avg sale price is \$200k versus \$158 last year though - up 26%. Therefore while volume is much lower, price gains have us at \$333M YTD sales YTD versus \$348M YTD 2021 - only ~4% behind our 2021 record pace in dollar terms!

Lumber prices peaked at ~\$1500 per thousand board-feet in March but are ~\$600 at present. If this price drop holds and more builders head up north, we should see decent growth in overall inventory before long.

Lockbox Leaders



Active Listings (exc land/comm): 872 LB Participants Active List: 633 (73%) Eligible Listings w/LBs: 281 (44%)

NAR "Medicare & You" Free Webinar

Register for a free 1-hour NAR "Medicare & You" Financial Wellness Webinar on Wednesday July 13th from 1-2p CST. Learn how to qualify & apply, budget for premiums, and maximize your benefits!

Register online at: bit.ly/3OBZIxV

WRF "Team Up Against Hunger" Week

The Wisconsin REALTOR Foundation partners with Feeding Wisconsin to help feed our neighbors in need. Now that school's out, many kids face hunger during summer recess when they no longer get school lunches. WRF hopes to help Wisconsin children facing hunger and accordingly, this week thru June 24th is WRF's "Team Up Against Hunger" Week.

WRF will double-match donations of \$50+ received by Friday 6/24 up to \$10k total, and \$1 provides 3 meals. Therefore your \$50 WRF donation by 6/24 turns into \$150 which equals 450 meals for Wisconsin children!

Please Donate \$50+ by Fri 6/24 at: wra.org/WRF

HUNGER doesn't take a SUMMER BREAK. Team up against hunger June 20-24.

I = New NWAR Member

New GNMLS Subscribers:

REALTORS® on the Move

* = New GNMLS Office ^ = Closed MLS Office Transfers & Releases:

Name	From	То
Linda Falkowski	Integrity REALTORS - Antigo	
Rodney Hix	Integrity REALTORS - Antigo	
Kevin Gioia	Side Real Estate - San Francisco	
Ted Mattes	Wild Rivers Group - Tomahawk	
Faith Newberry	Re/Max Action North - Mercer	

Name	Office	
Harold Aldrich	Coldwell Banker Bartels - Lakewood	
Kelly Bakken	Restaino & Associates - Madison	
Susan Fellows	Keller Williams - Milwaukee	
Jeremy Huber ¹	1st Class Real Estate Impact* - Green Bay	
Angi Keeley	Exit Midstate Realty - Weston	
Hannah Knox	SCS Real Estate - Mosinee	
Whitney Marshall	Integrity Realtors, LLC - Antigo	
Misty Morrison	1st Class Real Estate Impact* - Green Bay	
Tim Neu ¹	Northwoods Realty - Phillips	
Tami Rueth ¹	1st Class Real Estate Impact* - Green Bay	
Amy Sunke	Rieckmann Real Estate Group - Appleton	
Leah Urso ¹	Century 21 Pierce Realty - Mercer	
Travis Wesche	MV Realty* - Waupaca	
David Wolfe ¹	People First Realty - Rhinelander	
Charisse Woodard	Exit Midstate Realty - Weston	

The secret of happiness is to count your blessings while others are adding up their troubles." - James Madison

Board of Directors 2021-22

(Area code 715 unless otherwise noted)

Northwoods Association of REALTORS®

Greater Northwoods MLS®

Officers (Term^):

Officers (Term^)	:
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Directors (Term-Year - limit 2-2):		Directors (Term-Year - limit 2-2):	
Andrea Krueger, Past President	453-3365	Jerry Burkett, Past President	479-3090
Jon Long, Treasurer (1)	996-2251	Julie Winter-Paez, Treasurer (1)	480-4333
Andy Harris, President-Elect	543-8900	Dan Pudlo, President-Elect	493-7630
Pete Rondello, President	358-0450	Ed Choinski, President	493-7827

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

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	Jackie neomiaru	(1-1)	400-2010
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	•	` /	
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, July 21st **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 association.

If you make a minimum \$9.95 purchase from the REALTOR Store by June 30th, you will earn a free 2022 Social Media Plan Webinar (\$30 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)





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 & GNMLS on the Web:

NWAR Homepage: NorthwoodsREALTORS.org Member FB Group: Facebook.com/Groups/NorthwoodsREALTORS



bit.ly/NWAR-FBK



bit.ly/NWAR-TW



bit.lv/NWAR-YT



2022 Golf Outing & Election Dinner Recap

Your board staff's prayers were answered as rain clouds passed by in the distance during a breezy but warm and sunny day at Inshalla Country Club on June 2nd. 18 groups of golfers rode out to challenge the greens and in the end, the juggernaut team from Wild Rivers Group earned another engraving on the Jim Tait Memorial Cup. Our putting contest had a few impressive hole-outs in the qualifying round, but the five finalists were content to shake hands and split the \$500+ purse evenly. For the first time this year, all 18 holes were sponsored which allowed us to award \$1700+ to six golf teams and a dozen individual skills competitors. Not content with leading the winning golf team, Jon Long also bagged another \$520 in our RPAC 50/50 drawing.

The biggest smile of the day however adorned the face of Appraiser Chris Thomas whose daughter Alexis was our sole 2022 NWAR Family Scholarship recipient. Lexi is a Northland Pines grad and as we saw firsthand, a talented golfer under the tutelage of her HS golf coach who others call "Mr. Thomas", but she just calls "Dad"! Lexi will attend Crown College this fall to pursue a career in photo journalism. Congratulations to Lexi and her proud REALTOR papa, and we at NWAR are pleased to help Lexi achieve her ambitions!

Smiles were plentiful at our dinner event led by eloquent emcee and NWAR President Pete Rondello, and GNMLS President Ed Choinski had the honor of announcing our 2022 GNMLS Directors-Elect. Golf Chair Erik Johnson wrapped up the evening by handing out a bevvy of team and individual prizes to golf contestants.

Our three annual dinner events are only possible thanks to the outstanding effort of many volunteers and sponsors, and we encourage REALTORS to reward the generosity of our many terrific NWAR Affiliates & Sponsors - some of whom are pictured below. Thank you to all who attended and we'll see you again September 29th in Minocqua where Pete & Ed will hand the reigns over to NWAR Prez-Elect Andy Harris and GNMLS Prez-Elect Dan Pudlo - more on that soon!

















Golf Hole Sponsors - THANK YOU!		
: Realty - Tomahawk	Knight-Barry Title Service - Minocqua	
ra Homes Northwoods - cqua	Lakeland Realty - Minocqua	
Toose Home Inspections - mer	Northwoods Community Realty - Tomahawk	9 ** •
Cayo Group at Inlanta	Northwoods Property	Δι

4 Star Lake T Alterr Minoc Big M Besser Mortgage - Minocqua **Inspections** - Park Falls Peoples State Bank -Coldwell Banker Mulleady -ER, MW, MNQ & RHL Minocqua EXP Realty -Redman Realty Group -Minocqua Minocqua Gowey Abstract & Title -Re/Max Property Pros -Woodruff Eagle River Jim Tait Real Estate -Wild Rivers Group Real Estate -**Boulder Junction** Tomahawk Kim Swisher Communications Wisconsin Benefit Planning -Minocqua - Rhinelander



Ed Choinski and Ryan Hanson setup a touching tribute on the course to recently-departed friend Romelle Vandervest of Northwoods Title who often attended and sponsored our golf & other events. We miss you dearly already, Romelle!

<u> Appetizer Sponsors - THANK U2!</u>

Big Moose Home Inspections - Bessemer

The Cayo Group at Inlanta Mortgage - Minocqua

Northwoods Property Inspections - Park Falls

Redman Realty Group - Minocqua

Crossbridge Community Bank - Tomahawk



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.

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



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

