



The Realty Review

Volume 13, Issue 3

March 2023

Northwoods Association of REALTORS® & Greater Northwoods MLS®

President's Message

Andy Harris, NWAR

Spring is coming, though Old Man Winter may have a trick or two up his sleeve before we see green grass and azure waters - don't put your snowblower away yet! Fortunately we have an extra hour of daylight now to help us make the transition! Looking back, we enjoyed a pretty epic winter for skiing, ice fishing and snowmobiling!

Speaking of Spring, we just sent a [Spring press release](#) to local media recapping 2022. While inventory was constrained, we were still able to achieve our second-best sales year in terms of dollar volume. Seesawing interest rates dampened demand a bit, but historically low supply still led to price gains overall, especially for lake homes. Our take away is that consumers still see Northwoods real estate as a sound long-term investment.

With graduation season fast approaching, it's time to apply for a 2023 NWAR Family Scholarship. NWAR Members of 1+ years with a student at home should make sure they apply by April 30th for a chance at \$500+ toward future studies. Educational opportunities and incentives are abundant for REALTORS as well! We have two Lunch



& Learns remaining before summer, weekly MLS Xposure webinars through April, and several quick/free WRA virtual courses. WRA is also hosting a "Bias Override" course April 11th that normally costs \$45, but you can attend for FREE at NWAR and stay for lunch afterwards. We also send a

\$100 educational incentive award to NWAR Members who earn any new NAR Designation or Certification!

NWAR Members will receive an email March 30th for a special budget vote and guest speaker poll. We hope you will vote in favor of the special budget to allow us to rejoin local chambers to spread word about our consumer portal and extol the benefits of choosing a REALTOR!

I'll wrap this up with encouraging you to mark your calendars for June 7th, when we'll be doing our Annual Golf Outing and Election Dinner. Hosted at the St. Germain Golf Course and Whitetail Inn, we will enjoy golf and fellowship and hopefully be joined by our scholarship recipient(s). See you there!

Andy

The Buzz:

- **Xposure Virtual Courses - Earn a \$40 MLS Credit!**
- **Apr 12th L&L: "Zoning Update: STRs, Waterfront & More"**
- **Remember to Vote! WI Spring Primary Tue April 4th**

Affiliate Spotlight



ONEIDA TITLE & ABSTRACT

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As of March 2023, we are now a part of the Lighthouse Title Group family! We are the same great company, just a part of a 35+ location, 100+ team network!

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NWAR Family Scholarship - Apply by 4/30

The **NWAR Family Scholarship** is open now through **April 30th 2023**. Applicants must be graduating in 2023 from secondary education or the equivalent whose parent or guardian is a NWAR Member - REALTOR or Affiliate - in good standing since April 1st 2022. A maximum of six qualified applicants will receive a single award from \$500-\$1000 toward post-secondary education including college, trade or vocational schools, or professional licensing/certification programs - including real estate of course!

Make sure your soon-to-be graduate completes and returns the application below no later than April 30th as any received late will not be considered. We will email the REALTOR parent or guardian by May 22nd (perhaps sooner depending on total # of applicants) a letter to share with your student that we hope will be music to your eyes and wallets!

2023 NWAR Family Scholarship (Deadline 4/30/23): bit.ly/NWAR-FS



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President's Message

Dan Pudlo, GNMLS

I would first like to thank all who voted and passed our recent bylaws and budget changes. These changes are a big step in improving our MLS. Thank You. These changes will allow for expanded education on our Xposure MLS platform. As you can see in the MLS popup, this is a great opportunity to improve the quality of MLS data for all: brokers and agents, appraisers and reviewers, lenders and underwriters, attorneys, etc. Quality MLS data makes underwriting for the banks a faster process. There are six Xposure classes coming up starting 3/23 and ending 4/27. By completing at least 3 of the classes, you can earn a free month of MLS subscriber fees.

I hope all have seen the information regarding the ANSI measuring standards and information supplied



by Lon in the MLS popup message and elsewhere. That said, I still see MLS sheets with a story and a half home that show the same square footage on the first and second level. Please take time to sharpen your skills with these upcoming classes before the listing and selling season starts!

With all the snow we received in the last three weeks, it sure does not seem like spring is coming. There are several upcoming events to prove

otherwise however with the Musky show in Wausau, several spring sports and home shows, and more indicators of good times to come! Once again if you have a favorite local nonprofit organization that could use some support, contact Lon for an application they can fill out and return for consideration of a donation from GNMLS. We've been blessed with strong growth these past few years, and the MLS board all agree that supporting local charities is money well spent!

Dan Pudlo



Xposure Virtual Classes: Earn MLS Credit

Six free 1-hour Xposure virtual training sessions are ongoing through April 27th from 12-1pm each Thursday. The first 250 GNMLS subscribers who attend 3 or more will earn a \$40 credit on your firm's MLS statement soon after the courses have concluded.

Remaining Xposure courses & registration links:

- 4/6: Making your Listings POP: bit.ly/3n5oBaQ
- 4/13: Trends and Mining Stats: bit.ly/3nkahv6
- 4/20: Built-in Marketing Tools with Xposure™: bit.ly/3lyWRej
- 4/27: Appraiser Special with Xposure™ (Appraiser's perspective but open to all): bit.ly/40rvWQv

Sign up today for three or more of the above to help boost your productivity in Xposure and earn a \$40 MLS credit!

Become An Energy Ambassador

By becoming a **Focus on Energy Ambassador**, you can help provide buyers improved comfort, efficiency, and peace of mind as they settle into their new home. To date, Ambassadors in Wisconsin have helped nearly 10k homeowners save over \$1.2M.

Enrolling is a simple 2-step process and once complete, you can start offering clients exclusive perks, energy expertise and a welcome kit with a \$125 voucher towards a program-qualified smart thermostat.

Become a Focus on Energy Ambassador:

1. Complete enrollment form: bit.ly/FoE-AmbEnrl
2. Join free 45-min workshop: bit.ly/FoE-AmbWkshp



"Bias Override" FREE Live Course - Apr 11

April is national **Fair Housing Month** to commemorate passage of the **Fair Housing Act** on April 11th, 1968 that prohibits discrimination in housing transactions. On the 55th anniversary of its passage, WRA is offering a "**Bias Override: Overcoming Barriers to Fair Housing**" certificate course Tue 4/11 from 9am-12p led by instructor Amy Peterson - cost \$45 to attend virtually.

A limited number of NWAR Members may attend this course for FREE at the NWAR board office courtesy of our Fair Housing & DEI Committee. We have room to seat ~15 with a handful already reserved, so sign up ASAP if you'd like to attend this course for FREE here (and NOT on the WRA website): bit.ly/NWAR-BiasOvrd - we'll email you afterwards to confirm if we saved you a seat. Those attending here are also welcome to stay for lunch afterwards to spectate and/or participate in a FH & DEI Committee meeting where we will discuss possible initiatives for the remainder of 2023. Sign up today if you'd like to join us!



NWAR Affiliates

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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
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.	Park Falls	Jason Probst	877-977-4949
IncredibleBank	Minocqua	LeAnn Hayden	715-358-9319
Knight Barry Title Service	Minocqua	Patrick Hugunin	715-439-4114
Nicolet National Bank	Eagle River	Leah Brown	715-479-8484
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	Hunter Piasecki	715-369-3934
The Cayo Group at Novus Mortgage	Minocqua	Dee Cayo	715-482-7022
Vilas Title Services	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



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



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TechHelpline
Your go-to technology experts

Link: bit.ly/NWAR-THL

MLS Memo



Lon Fisk - lon@northwoodsrealtors.org

We hope you are able to take advantage of Xposure training each Thursday noon to 1:00 from March 23 through April 27. Complete any 3 of the 6 courses and earn a \$40 credit (up to 250 subscribers) on the firm's MLS billing. Look at the previous pop up messages for the sign-up links.

GNMLS follows ANSI standards for residential properties. Please be sure you use those guidelines for measuring and reporting home sizes. Click here for a guide sheet: bit.ly/GNMLS-SqFt

GNMLS will be donating generously again to charities by the end of summer. If you can recommend a 501 (c)3 charity that is doing good work for the community it would be helpful. Ask them to contact Lon for an application at staff@northwoodsrealtors.org. The GNMLS Board will review all applications after the July 3 deadline and award a total of \$15,000 in support of area communities.

MLS Tip: "Broker Members" - agents who possess a broker license - are now called "Broker Associates" in GNMLS. "Broker Manager" is a separate role to identify the principal MLS broker.

NAR WTTL: Navigating a Contract Termination

NAR's **Window to the Law** video series provides REALTORS with risk identification and mitigation advice, updates on industry legal issues, best practices for real estate professionals and more.

The March "Navigating a Contract Termination" video (~4 min) with NAR Attorney Mike Rohde includes legal considerations and best practices to minimize risk when helping a client with a purchase agreement cancellation.

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

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



"The REALTOR
Complaint Process"

wra.org/LegalUpdates

WRA January
Home Sales Report:

wra.org/HSRFeb2023



AE Corner

Matt Seeger - matt@northwoodsrealtors.org

Congrats to **Luke Durkee** (SFR), **Lisa Eggman** (RSPS) and **Noel Fitzgerald** (RSPS) who each recently earned new NAR Designations/Certifications. In the process, each also earned a \$100 NWAR Educational Incentive Award. To join them in earning valuable new specialized skills, check the WRA.org calendar for upcoming virtual NAR Desig/Cert classes and for each new one earned, NWAR will send you \$100! We also recommend NAR's C2EX Endorsement which you can earn for free, after which NWAR will send you a \$50 incentive award. Page 2 of the February newsletter also details a free dinner on NWAR by completing a few free NAR courses - seize the opportunities to feed your head, wallet and body!

SAVE THE DATES:

Apr 4: WI 2023 Spring Election -
WI Supreme Court up for grabs!

Apr 26: REALTOR & Govt Day - Madison

Apr 30: NWAR Scholarship deadline

Jun 7: Golf Outing & Election Dinner -
Details coming soon!

APRIL IS FAIR HOUSING MONTH

AE Tip: Tax time! If you need a copy of your 2023 dues receipt, you can get that online through WRA at: www.wra.org/DuesReceipt/

REALTOR Anniversaries

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

30 Years:

Sue Crall - Coldwell Banker Mulleady, Minocqua

20 Years:

Diana Chopin - Century 21 Burkett & Assoc, Eagle Riv

10 Years:

Joe Pairolero - Northwoods Real Estate, Mani. Waters

Terri Schaefer - Century 21 Burkett & Assoc, Eagle Riv

5 Years:

Carol Shattuck - Pine Point Realty, Rhinelander

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.

WRA REALTOR & Govt Day - Apr 26

WRA recently sent an email detailing their 2023 budget priorities that you can see at: bit.ly/3zjoQ4U. We encourage you to head to Madison on April 26th to discuss these and other priorities with legislators on **WRA REALTOR & Government Day**.

NWAR Members who attend R&G Day will receive a travel stipend PLUS one CE credit for 2023-24!

RGD Free Registration: bit.ly/WRA-RGD23



Up North Update

On/Off Water	Median Price		Units	
	2022	2023	2022	2023
SFH Off	144,000	151,500	160	105
SFH On	372,000	410,000	105	83
Land Off	40,000	34,750	99	76
Land On	67,750	98,300	48	31

Volume is down in early 2023 by 20% or more across the board, though medians continue to inch upward - albeit at a more moderate pace than in recent years. The one exception is off-water lots where medians are down -13%, but that is a reflection of smaller average lot size: Jan-Feb 2023 ~28ac vs. ~37ac in Jan-Feb 2022. Per-acre, off-water land in early '23 is +16% at \$1,244/ac while on-water land is up 40% to \$14,371/ac. SFH inventory is <2 MOI at present, but land remains a more comfortable 7MOI. 2023 should be another big year for builders!

Lockbox Latest

GNMLS Actives (exc land/comm): 512
LB Participants Actives: 380 (74%)
Eligible Listings w/LBs: 154 (41%)

GNMLS Lockbox Resources:

bit.ly/GNMLS_LBs



FAQ of the Month

"How can I avoid going to a property an add'l time just to place the 'For Sale' sign?"

If your listing isn't quite ready for showtime but you have a listing contract, it must be entered into GNMLS before any public advertising. You can set 'Internet Display' to 'NO' when entering, then submit the listing & quickly change status to HOLD. After adding all photos/docs/etc, Re-Open and change 'Internet Display' to YES.

MLS FAQs: bit.ly/GNMLS-FAQ

FREE WRA Virtual Forums

WRA has free 30-minute virtual forums ongoing this spring:

Apr 2nd - "Move Over, Conventional Loans"

May 4th - "Valuation Variations"

Register for Free at: wra.org/blf

April 12th L&L: "Zoning Update: STRs, Waterfront & More"

Just two more Lunch & Learns to go before summer break! Next up on April 12th, we are joined by Iron Co Zoning Administrator Erika Roeder and Oneida Co Lakes & Rivers Association President Ted Rulseh. Erika will update you on recent zoning changes and concerns including ongoing talks in several counties over STRs. Ted will follow with tips and resources for riparian owners to help keep our waters worthy of visiting and/or living!

Please fill out the link below to let us know of any upcoming L&L classes that interest you, and we will send you a reminder email the week prior:

NWAR LUNCH & LEARN REGISTRATION: bit.ly/NWAR-LNL

REALTORS® on the Move

New GNMLS Subscribers:

Name	Office
Carrie Georgitsis	Redfin - Madison
Lisa Gilbert ¹	Integrity Realtors - Antigo
Jeffrey Gutschow	Keller Williams Green Bay / UP
Natashia Laughnan	Coldwell Banker Action - Schofield
Sonny Reeder	Century 21 Burkett - Eagle River
Candace Schneider	eXp Realty - Minocqua
Brandy Withrow	Re/Max Realty Pros - Lac du Flambeau

Transfers & Releases:

Name	From	To
Brian Callahan	Redfin - Madison	
Jeffrey Gutschow	Keller Williams Green Bay / UP	Innovative Real Estate - Green Bay
Daniel Johns	Century 21 Pierce - MW	Redman Realty Group - Minocqua
Michelle Kindschuh	Coldwell Banker Bartels - Lakewood	Action Real Estate - Crandon
Don Lindquist	Pioneer Group - Thorp	
David Meyer	Re/Max Action North - Mercer	eXp Realty - Minocqua
Jennifer Stein	HomeLister - CA	

¹ = New NWAR Mbr
* = New GNMLS Ofc
^ = Closed MLS Ofc



LUNCH & LEARN

Date	Lunch & Learn Course - Venue
Apr 12	Zoning Update - STRs & Waterfront w/ Erika Roeder (Iron Co Zoning) & OCLRA- BO & Virtual
May 10	REALTOR Safety w/ REALTORS Andy Gee & Joy Kohegyi (former LEOs) - BO & Virtual

"March is the month God created to show people who don't drink what a hangover is like." - Garrison Keillor

Board of Directors 2022-23

(Area code 715 unless otherwise noted)

Northwoods Association of REALTORS®

Officers (Term^):

Andy Harris, President	543-8900
Ed Raasch, President-Elect	224-3800
Jon Long, Treasurer (1)	996-2251
Pete Rondello, Past President	358-0450

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

Tynan Anderson (1-2)	453-3365
Tom Bird (2-2)	356-9521
Kim Brixius (2-2)	453-1188
Kristin Gullickson-Wild (1-1)	356-4457
Ryan Hanson (2-1)	358-5263
Cliff Kolinsky (1-1)	547-3400
Janel Pagels (1-2)	525-1008
Paul Ross (1-2)	762-3276

Greater Northwoods MLS®

Officers (Term^):

Dan Pudlo, President	547-3033
Adam Redman, President-Elect	358-0450
Jackie Leonhard, Treasurer (1)	453-2673
Ed Choinski, Past President	493-7827

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

Kathy Flannery (1-1*)	889-0330
Jim Mulleady Jr. (1-1)	479-1774
Chris Raasch (1-1*)	224-3800
Steve Petersen (1-1*)	614-3878
Adam Speer (1-1*)	339-2181
Julie Winter-Paez (1-1)	480-4333

^ 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, April 20th
GNMLS - 8:30am
NWAR - 10:00am

Meetings are (usually) the third Thursday monthly - Members always welcome!



The National Association of REALTORS® MVP Program encourages members to take actions that will benefit NAR and members while rewarding them for being active within their association.

Complete a short form by 3/31 and save \$50 with a customized 1-800-GOT-JUNK? gift card, and you will earn a FREE download of *The Little Silver Book: Technology Rules to Live By For REALTORS®* (\$10 value).

Earn your MVP reward at:
MVP.REALTOR

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)



**NORTHWOODS
ASSOCIATION
OF REALTORS®**



MLS
MULTIPLE LISTING SERVICE
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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 470+ 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 just over 200 Member firms comprised of ~675 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.ly/NWAR-YT



bit.ly/NWAR-LI

