

# The Realty Review

Volume 14, Issue 3



March 2024

Northwoods Association of REALTORS® & Greater Northwoods MLS®

## President's Message

Ed Raasch, NWAR



Happy Spring, my fellow NWAR REALTORS and Affiliates!!

There has been a significant development in the Burnett et al v NAR et al lawsuit. As you have probably heard, NAR has elected to settle the lawsuit in lieu of continuing on with an appeal. While the settlement has yet to be accepted by the court as our latest "new normal", there are surely big changes coming soon for our industry. I hope the following offers you some early guidance and reassurance as we await final word:

"We're all in this together" and despite opinions over who's to blame, our strength lies in speaking together with a unified voice to reassure consumers that REALTORS will continue to serve the best interests of buyers and sellers. Be vocal with consumers that REALTORS are more than just someone to open the door. Elaborate on [the many things REALTORS do](#) beyond showings and open houses. Be more communicative as well with *each other* since if we cannot publish compensation in the MLS for much longer, then we must talk with fellow agents about compensation from sellers and/or the LO before performing work on our buyers' behalf.

Talk with your broker to decide how to structure compensation going forward when serving buyers. Make sure to get written buyer agreements that clarify what services you will provide, and what costs will be if the seller/LO is unwilling to offer compensation.

Don't sulk, but instead roll up your sleeves and articulate your value and commitment to competent, ethical practice. Stay confident and cheerful, and remind people that REALTORS and the MLS marketplace help promote and provide fair housing. April is Fair Housing Month, so here are some updated resources you might share:

**NAR FH Month:** [bit.ly/3TvVHgN](http://bit.ly/3TvVHgN)

**FH Declaration:** [bit.ly/43E39Lh](http://bit.ly/43E39Lh)

**4 Ways to be a FH Leader:** [bit.ly/3Vv5R3O](http://bit.ly/3Vv5R3O)

Prepare consumers and business partners like lenders for potential consequences, and monitor these WRA/NAR resource pages:

**WRA Resource :** [wra.org/Antitrust](http://wra.org/Antitrust)

**NAR Resource:** [nar.realtor/the-facts](http://nar.realtor/the-facts)

Now - as ever - is the best time to strive and reach out to affirm this simple four-word phrase: "REALTORS ARE WORTH IT"!

Ed

### The Buzz:

- April is **Fair Housing Month:** NAR & WRA Resources
- Apr 23: **Spring Mixer Event - Gaslight Tavern, Lake Tomahawk**
- **Save the Date: Golf Outing & Dinner - Rhinelander Thu 6/6**

### Sponsor Spotlight

715-301-0600

**The Gigabit Effect.**

Homes with 1Gbps or more... ...sell on average for 7% more than homes with 25Mbps or less!

Fiber Service Available Now in the Town of Washington

[www.SonicNet.us](http://www.SonicNet.us)

## Spring Mixer & Food Drive - Lake Tomahawk 4/23

REALTORS, Affiliates & Sponsors are welcome to head over to **Gaslight Tavern in Lake Tomahawk Tuesday 4/23 from 5-8pm** for a **NWAR/GNMLS spring social mixer**. This is a fine opportunity to chat with colleagues ahead of another hopefully busy summer, and the pending NAR-DOJ settlement gives us plenty to discuss as we plan for what look to be big changes coming for our marketplace. Hopefully we will have better clarity by then as national, state and local leadership need a bit more time to ponder the new paradigm.

Admission is a donation of \$10 cash or \$10 worth of nonperishable food items that will be delivered to Iron County Food Pantry. A variety of appetizers will be served so no need to stop at Culver's on the way in, but bring enough to pay for your punch and tip the punchtenders! We will also have a 50/50 drawing also benefiting ICFP.

Please register by Friday 4/12 at the link below since we need to give the chef some advance notice of expected turnout so we have enough munchies for all to indulge.

**2024 Spring Mixer Signup (by 4/12 please!):** [bit.ly/NWARMix24](http://bit.ly/NWARMix24)



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## President's Message

### Adam Redman, GNMLS



The other day I was out in the woods with my son and had time to reflect on truly how blessed we are to live, work and play in The Northwoods. It is pretty easy to understand why so many people dream of spending time in the woods, on the lakes and in our charming and welcoming communities.

The other thing I was able to reflect on is how important and valuable a REALTOR is, especially in a rural area like The Northwoods. There is so much to know and so many different variables to our diverse areas, municipalities, lakes, forests, etc. In addition to the contractual and transactional side of real estate, we provide so much more to the consumers that we cross paths with. When interacting with the public and especially a prospective client, it is crucial that we confidently understand our value and then accurately convey the comprehensive overview of the many services we provide.

Speaking of communication... As we head into these uncharted waters together; communication, together with the continued respect for the consumers and your peers in the industry, is going to be of utmost

importance. There sure has been an overwhelming amount of communications on the NAR Settlement and at times very difficult to decipher what articles or news stories are important to digest. It's important for us to always consider the source of our information.

The impending changes resulting from the NAR Settlement are focused around Offers of Compensation in the MLS and written representation agreements when working with Buyers. The GNMLS Board is committed to keeping you updated about potential upcoming changes with regards to Offers of Compensation.

If you haven't already obtained your Accredited Buyer's Representative (ABR) Designation through NAR, it is highly recommended that you obtain this Designation. Throughout 2024, NAR is waiving the \$295 2-day ABR

course fee for REALTOR Members - see [become.abr.realtor](#) to get started on earning your ABR!

You may have wondered what will be the value of the MLS in the future?! A recent NAR article outlines the history and value, as I believe we all can agree with, in having a Multiple Listing Service platform that Brokerage Participants and Member Subscribers can work with and share together on. Please read it at: [bit.ly/3TCU7d3](https://bit.ly/3TCU7d3)

Lastly, an update on our lobbying efforts down in Madison. We received exciting news last week from the WRA that the four bills of interest at Realtor & Government Day have been signed into law!

**AB 969 - [Closing the Foreclosure Equity Theft Loophole](#)**

**SB 439 - [Discriminatory Covenants and Deed Restrictions in Wisconsin](#)**

**AB 918 - [Real Estate Practice Changes](#)**

**SB 351 - [Clarifying Wisconsin MLS Sales Tax Exemption](#)**

Let's all continue to stay positive and thankful and treat one another kindly and with respect. Best to you as we head into the summer season!

Adam

## NWAR Family Scholarship - Due 4/30

Still have all of April left to apply for a **2024 NWAR Family Scholarship** if you have a graduating high school senior (or equivalent learning experience) at home, you are their parent or legal guardian, and you are a NWAR REALTOR or Affiliate Member of 1+ years in good standing as of the April 30th application deadline.

All scholarship(s) awarded will be paid directly to the institution of higher learning where the scholarship recipients enroll toward a 2- or 4- year degree or professional licensing program - including real estate pre-license courses!

A maximum of six applicants will receive matching awards of \$500-\$1000. **Applications must be completed and returned to NWAR by April 30th to qualify** - see more details at the link below and have your student send in their app soon!

**2024 NWAR Family Scholarship App: [bit.ly/NWAR-FS](https://bit.ly/NWAR-FS)**



## Real Estate CE: Video & On-Demand

A full 18-hour 2023-24 Real Estate Continuing Ed curriculum in manageable 3-hour sessions starts April 2nd and again in October, so early birds and procrastinators are covered! Our "18-for-15" Member discount puts all 18 courses at just **\$90 for NWAR Members**, or \$6 per 1-hour course if you need less than 18 hours. This is the best price we know of to finish your CE "on the cheap"!

**Video Real Estate CE @ NWAR: [bit.ly/NWAR-VCE24](https://bit.ly/NWAR-VCE24)**

Those who prefer taking CE at your home or office can instead register for **WRA On-Demand CE** that is also discounted for WRA Members to a total of just \$135 for all 18 hours. To register for WRA CE On-Demand and complete CE on your own schedule and pace, click the link below to register directly with WRA.

**WRA On-Demand Online CE: [bit.ly/WRA\\_CEOD\\_24](https://bit.ly/WRA_CEOD_24)**

**2023-24 REAL ESTATE  
CONTINUING EDUCATION**



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 Ruenenapp</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="#">Crossbridge Community Bank</a>	Tomahawk	<a href="#">Deb Duncan</a>	715-453-5354
<a href="#">Crossbridge Community Bank</a>	Tomahawk	<a href="#">Jennifer Nerva</a>	715-453-5354
<a href="#">Gowey Abstract &amp; Title</a>	Minocqua	<a href="#">Mike Brandner</a>	715-356-3000
<a href="#">IncredibleBank</a>	Minocqua	<a href="#">LeAnn Hayden</a>	715-358-9319
<a href="#">Knight Barry Title Group</a>	Minocqua	<a href="#">Patrick Hugunin</a>	715-439-4114
<a href="#">Nicolet National Bank</a>	Eagle River	<a href="#">Leah Brown</a>	715-479-8484
<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="#">Tori Dunlap</a>	715-337-2614
<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="#">Hunter Piasecki</a>	715-369-3934
<a href="#">The Cayo Group at Novus Mortgage</a>	Minocqua	<a href="#">Dee Cayo</a>	715-482-7022
<a href="#">US Bank Home Mortgage</a>	Minocqua	<a href="#">Jake Heyroth</a>	715-498-9004
<a href="#">Vilas Title Services</a>	Eagle River	<a href="#">Rick Ernst</a>	715-479-4070
<a href="#">Wisconsin Benefit Planning</a>	Minocqua	<a href="#">Charlie Quimette</a>	715-356-2300

## NWAR Sponsors\*

**ENV Property Solutions**  
Butternut  
**Barbara Herbst (Flietner)**  
Ph: 715-661-0561  
[ENVPropSolutions@hotmail.com](mailto:ENVPropSolutions@hotmail.com)  
*Mold/lead/asbestos investigations, soil/groundwater testing & more*

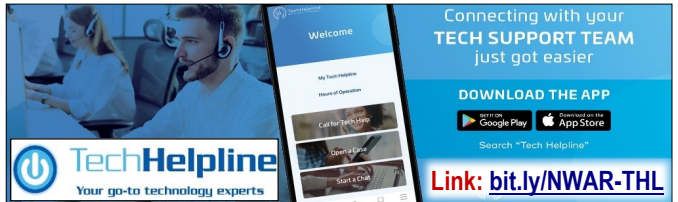


**KSC AERIAL MEDIA**  
**REAL ESTATE VIDEO & PHOTOGRAPHY EXPERTS**  
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[www.KimSwisher.com](http://www.KimSwisher.com)

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



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

## MLS Memo



**Lon Fisk - [lon@northwoodsrealtors.org](mailto:lon@northwoodsrealtors.org)**

We are seeing more new construction listings in the MLS. Please follow MLS policies regarding these listings. [GNMLS Policies & Procedures Sec. V\(H\)](#) states:

*New construction properties must specify the status of construction in the Remarks Section. Photos must be of architect's drawings or clearly labeled "Model" on the photos.*

- 1. Preconstruction** – Permit pulled, no dirt moved
- 2. Under Construction** – Dirt moved, no Certificate of Occupancy
- 3. New Construction** – Certificate of Occupancy issued - never occupied

**ShowingTime Text Notifications:** To receive text messages for showings scheduled via ShowingTime, you first need to opt-in. From the Home tab in Xposure, click the ShowingTime link in the Quick Links section. Then in ShowingTime, click on your name and go to the Preference section where you can enable text message notifications.

**MLS Tip:** Take advantage of the new FOREWARN benefit for GNMLS subscribers. See their [training manual](#) and [FAQ doc](#) with instructions get started!

## FREE ABR Courses



NAR just announced that thru the end of 2024, the Accredited Buyer's Representative (ABR) course that typically costs \$295 will be made available to REALTORS at zero cost!

See the link below for 2-day ABR virtual courses you can complete online at any time, or you can register for live 2-day webinars throughout the year!

This is a terrific opportunity to save big on earning your ABR Designation, and NWAR Members earning a new NAR Designation or Certification will also score a \$100 NWAR Educational Incentive Award!

**2024 FREE ABR Courses:**  
[become.abr.realtor](#)

**ABR FAQs (pdf):** [bit.ly/ABR\\_FAQ](http://bit.ly/ABR_FAQ)



**WRA**  
WWW.WRA.ORG  
**LEGAL UPDATE**

**March WRA Legal Update Live: "NAR Lawsuit Proposed Settlement"**  
[wra.org/Antitrust](http://wra.org/Antitrust)



**WRA HOUSING REPORT**

**WRA February Home Sales Report:**  
[wra.org/HSRFeb2024](http://wra.org/HSRFeb2024)



## AE Corner

**Matt Seeger - [matt@northwoodsrealtors.org](mailto:matt@northwoodsrealtors.org)**

Mark your calendars for **Thursday June 6th** for our **2024 Golf Outing & Election Dinner** at a new location: **Northwood Golf Club in Rhineland!** Full details and registration coming soon, but contact me any time if you'd like to sponsor a golf hole and/or dinner appetizer.

WRW held an informative Legal Update Live on 3/27 you can watch at the WRA Antitrust link below left. Please bookmark it and check for updates as WRW gets more clarity on the settlement status and ramifications. While nothing is yet finalized by the court, the WRW and NAR links Ed mentioned include details of changes to expect - perhaps as soon as mid-July. Much more to come as we receive further guidance from NAR and WRW leadership.

**April is Fair Housing Month** and in addition to the resources offered by President Ed, NAR late last week announced a **Fair Housing Virtual Event** Wed 4/3. I also invite you to review the **WRW Fair Housing Page** for additional Fair Housing and diversity resources.

**AE Tip:** [MS Copilot](#) let me quickly turn a few typed words into the heart-shaped house image header for our Feb newsletter. Give it a whirl yourself!

## REALTOR Anniversaries

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

### 30 Years:

**Jennifer Burkett** - Century 21 Burkett & Assoc, ER

### 20 Years:

**Bret Miller** - Eliason Realty of the North, Land O Lakes  
**Toni Schneider** - Integrity REALTORS, Antigo  
**Danielle Zoerb** - First Weber, Rhinelander

### 5 Years:

**Jamie Ausloos** - RADenton Realty, Crandon  
**Daniel Ericksen** - Birchland Realty, Phillips  
**Kendra Marten** - Driscoll Property Mgmt, Rhinelander

## Barbara Estabrook Passing

We learned sorrowful news in early March that former REALTOR Barbara Estabrook passed away at age 83.

A Mercer native, Barb became a broker in 1976 and worked at Rhinelander Realty until retiring in 1997. She was a staunch community volunteer and avid cook and baker - known locally as "The Cookie Lady" - whose culinary talents earned her >\$100k in various contests including Pillsbury and Food Network. In her late 50s, Barb studied martial arts and achieved *five* black belts! Visit [bit.ly/3Ver7dP](http://bit.ly/3Ver7dP) to read more about an exceptional person who clearly lived every day to its fullest.

Rest in peace, Barbara.



## Up North Update

On/Off Water	Median Price		Units	
	2023	2024	2023	2024
SFH Off	154,000	190,000	107	118
SFH On	410,000	347,500	85	79
Land Off	35,000	49,900	77	83
Land On	98,300	108,000	33	43

Year-over-year volume thru February is +10%, overall median is +17.9% at \$165k, but average price is -10.6% at \$212k. This reflects the softening of prices in the high-end waterfront SFH market, but land and off-water homes remain strong despite interest rate and other economic headwinds.

DOM is flat at 112 and February month-end inventory is down a slight -3.5% at 4.34 MOI. Total sales are down -1.6% at \$83.65M, so we're right about even with 2023 YTD - albeit with more action in land and lower-priced homes. Given the mild winter, expect late spring action to be somewhat summerlike!

## Lockbox Latest

GNMLS Actives (exc land/comm): 618  
 LB Participants Actives: 481 (78%)  
 Eligible Listings w/LBs: 191 (40%)

GNMLS Lockbox Resources:

[bit.ly/GNMLS\\_LBs](http://bit.ly/GNMLS_LBs)



## FAQ of the Month

**"How can I share information with the seller about their listing in GNMLS?"**

You can share information by emailing them the SellerHub for that listing. They will have access to viewing statistics about the listing, any showing feedback you have put in to share with them, the current status of the listing including price, remarks and photos.

MLS FAQs: [bit.ly/GNMLS-FAQ](http://bit.ly/GNMLS-FAQ)



**FOREWARN**  
 a red violet company

FOREWARN is a powerful new included benefit for all GNMLS subscribers. This proactive safety and lead intelligence tool helps you gain *instant* insight on prospective clients using just a phone number or name!

Get FOREWARN: [bit.ly/GNMLS4WARN](http://bit.ly/GNMLS4WARN)

## April 3<sup>rd</sup> L&L: "MLS: 1-Party Listings & MLS FAQs"

Head over to CoVantage CU in Antigo (or join us virtually) for our penultimate seasonal Lunch & Learn: "MLS: 1-Party Listings & MLS FAQs". This class is a week earlier than usual on Wed April 3<sup>rd</sup>, and the instructor is our esteemed **MLS Coordinator Lon Fisk** who will join virtually while your modestly-esteemed AE handles the meeting setup and free Subway.

Please click the link below to signup and we'll email you details!

**NWAR Lunch & Learn Signup:** [bit.ly/NWAR-LL24](http://bit.ly/NWAR-LL24)

## LUNCH & LEARN

Date	Lunch & Learn Course - Venue
Apr 3	MLS: 1-Party Listings & MLS FAQs w/ MLS Coordinator Lon Fisk Antigo CoVantage Credit Union & Virtual
May 8	Ethics: Staying Between the Lines w/ WRA Attorney Tracy Rucka NWAR Office & Virtual

## REALTORS® on the Move

### New GNMLS Subscribers:

Name	Office
Alison Crim	Compass Real Estate WI - Wauwatosa
Alexis Harris	Exit Professional Real Estate - Monroe
Douglas Johnson <sup>1</sup>	Sewall Forestry* - Minocqua
Mark Kelly	Re/Max Excel - Schofield
Kayla Keyser <sup>1</sup>	Lakeland Realty - Minocqua
Jordan Lafferty	Exit Professional Real Estate - Monroe
Brandon Landro	LPT Realty* - Kimberly
David Lawrence	DAL Appraisals* - Sioux Falls, SD
Carolyn McNamara	eXp Realty - Minocqua
Callie Norton	Exit Professional Real Estate - Monroe
Julie Pairolero	Vacasa Wisconsin LLC
Myken Paradis	Exit Professional Real Estate - Monroe
Jamie Pfantz	Rock Solid Real Estate - Wausau
Daniel Schummer	LandVest - Tomahawk
Bill Steigerwaldt	LandVest* - Tomahawk
Kel Svoboda	Compass Real Estate WI* - Wauwatosa
Andie Uelmen	Compass Real Estate WI - Wauwatosa

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

Name	Office
Cassy Veldhorst	Rock Solid Real Estate - Wausau
Tammy Waraksa	Rock Solid Real Estate* - Wausau
Michael Waraksa	Rock Solid Real Estate - Wausau
Ryan Ziltner	Exit Professional Real Estate* - Monroe

<sup>1</sup> = New NWAR Mbr  
 \* = New GNMLS Ofc  
 ^ = Closed MLS Ofc



### GNMLS Transfers & Releases:

Name	From	To
Angelica Figueroa	Century 21 Affiliated - Janesville	
Shelly Grant	Exit Midstate Realty - Weston	
Beth Hanthorn	Century 21 Affiliated - Janesville	
Ellyse Lowe	Coldwell Banker Mulleady - Rhinelander	Pelican Properties* - Pelican Lake
Ted Polczynski	Full Service Realty^ - Hartland	
Julie Raese	Century 21 Affiliated - Janesville	

*"Easter is the only time when it's perfectly safe to put all your eggs in one basket."* - Evan Esar

## Board of Directors 2023-24

(Area code 715 unless otherwise noted)

### Northwoods Association of REALTORS®

#### Officers (Term^):

Ed Raasch, President 224-3800  
 Tom Bird, President-Elect 356-9521  
 Kim Brixius, Treasurer (1) 453-1188  
 Andy Harris, Past President 543-8900

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

Tynan Anderson (2-1) 453-3365  
 Judy Barr (1-1) 480-4333  
 Kristin Gullickson-Wild (1-2) 356-4457  
 Ryan Hanson (2-2) 358-5263  
 Cliff Kolinsky (1-2) 547-3400  
 Cala Neu (1-1) 339-4663  
 Janel Pagels (2-1) 525-1008  
 Chris Raasch (1-1) 224-3800

### Greater Northwoods MLS®

#### Officers (Term^):

Adam Redman, President 358-0450  
 Jackie Leonhard, President-Elect 453-2673  
 Jim Mulleady, Treasurer (1) 479-1774  
 Dan Pudlo, Past President 493-7630

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

Kathy Flannery (1-1\*) 449-5022  
 Steve Petersen (1-1) 614-3878  
 Chris Raasch (1-1\*) 224-3800  
 Chris Seeliger (1-1) 358-6832  
 Adam Speer (1-1) 339-2181  
 Julie Winter-Paez (1-2) 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 18<sup>th</sup>  
 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.

If you watch NAR's award-winning Bias Override videos by 4/15, you'll earn a free "Advanced System to Winning More Listings Strategies Guide" and 30+ Highnote tips to help win more listings (\$49 value).

**Earn your MVP reward at:**  
[MVP.REALTOR](#)

## Northwoods Association of REALTORS® & Greater Northwoods MLS®

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 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](https://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 ~210 Member firms comprised of ~720 brokers, agents and appraisers.

### NWAR & GNMLS on the Web:

**NWAR Homepage:** [NorthwoodsREALTORS.org](https://NorthwoodsREALTORS.org)  
**Member FB Group:** [facebook.com/groups/northwoodsrealtors](https://facebook.com/groups/northwoodsrealtors)

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

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

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

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