



The Realty Review

Volume 10, Issue 5



May 2020

Northwoods Association of REALTORS® & Greater Northwoods MLS®

President's Message

Jon Long, NWAR

I don't know about everyone else, but Memorial Day Weekend looked to me like 4th of July which I think shows that people have felt trapped for a long time and are ready to be out and about. While it's great to see buyers and sellers out and about, it also should serve as a reminder to remain cautious and try our best to be aware of our clients' feelings during this period of time - including offering gloves, masks, and asking prudent questions about our clients and customers recent health history. I would encourage people to check out the WRA Legal Update Live weekly half-hour videos that offer helpful advice on best practices.

To help support our community, NWAR recently divvied up over \$5,000 to several local food pantries. Please consider what you can do at this time to help your neighbors and/or donating to Wisconsin REALTOR Foundation that provides meals for kids in need throughout Wisconsin!

Please make sure to vote in the NWAR election on June 4th - an email will go out at 8am that morning from ElectionRunner. Due to the COVID-19 crisis, we decided to cancel our June golf outing and election dinner but we will combine the golf outing and RPAC



Auction with our Installation Dinner on September 2nd. Please start thinking about the RPAC auction and let Cheryl Eskridge or Matt know if you can donate a gift basket, gift certificate or other item(s).

You may want to consider completing your [2019-20 CE online](#) before things get even

busier. If you prefer the [live CE classes](#) with Tracy Rucka, those have been rescheduled for Oct-Nov. I also encourage people to contact Education Chair Andy Harris or Matt with ideas for Lunch & Learn topics they'd like to attend starting in October.

For many of us it's as busy as we have been, so please do your best to be safe, be well, and to help KEEP the Northwoods open for business. As for doing business, I leave you with this quote by C.S. Lewis that embodies everything REALTORS should be: "Integrity is what you do when no one is watching; it's doing the right thing all the time, even when it may work to your disadvantage. Integrity is keeping your word... Your reputation is the public perception of your integrity. Because it's other people's opinions of you, it may or may not be accurate."

Jon

The Buzz:

- **2020 ONLINE Elections:**
NWAR June 4, GNMLS June 17
- **Golf Outing, RPAC Auction & Installation Dinner - Wed Sep 2**
- **2020 NWAR Family Scholarship Recipients**

New Sponsor Spotlight



SonicNet has been serving Vilas County and nearby communities since 2007 with secure, reliable fixed-wireless internet service. With download speeds up to 25Mbps, SonicNet can help local REALTORS stay connected with your customers and clients at a time when working online is mission-critical.

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Lori Collins

SonicNet, Inc - Eagle River

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2020-21 NWAR & GNMLS Elections - June 4 & 17

Thank you to the many MLS Broker-Owners & Appraisers who voted 53-2 in favor of an amendment to GNMLS Bylaws to allow for having an online election. NWAR already has such a provision, and so we are ready to have our first-ever online election for the 2020-21 Board of Directors for both NWAR and GNMLS.



The program we used for the GNMLS Bylaws revision is ElectionRunner and the same will be used for the elections. This platform assigns each voter a unique ID and emails voters a one-click link to cast your ballot while offering the option of printing a confirmation afterward. NWAR/GNMLS Staff cannot see individual votes - just whether or not you voted so we can send reminders. It also includes a fraud analysis algorithm to ensure no one is stuffing the ballot box.

NWAR Members should watch for an email from ElectionRunner at 8am on Thursday June 4th - make sure to vote before it closes at 9pm. GNMLS Participants will vote Wednesday June 17th between 8am-9pm. ElectionRunner will include info about each of the candidates, and we will also email out bios in advance of each election. See page 2 for slates of candidates and watch for those emails to cast your ballots on June 4th (NWAR) and/or June 17th (GNMLS).

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President's Message

Jackie Leonhard, GNMLS

Well, spring is surely here now as the leaves have come out and it is time you can put some nice green photos in the MLS again for those brown or white listings.

Along with spring comes real estate activity. Our MLS has more than 400 listings of homes with accepted offers and only about 1200 active home listings! It is a very hot market. Since January 1, 60% of homes have sold at 95% of asking price or higher. Almost 20% have sold at 100% or higher. Low inventory still has properties moving fast, let's hope the fast pace continues the rest of the year. In some areas inventory is down 30% from last year.

MLS Participants recently held an electronic vote to amend the GNMLS bylaws to allow for holding an electronic election. The process went well and there was overwhelming



support in favor of the amended bylaws. On June 17 we will hold our first-ever electronic election of directors and officers. A special thanks goes out to all who have been willing to serve as candidates.

Our SentiLock NXT boxes (the blue/black ones) are out of warranty now. Watch for more details from Lon about following the procedures to be reimbursed if you should need locksmith services on these. SentiLock continues to provide support so you

would need to contact them to diagnose any problems.

Please remember to comply with the new NAR policy requiring MLS entry for any listings you advertise (real estate for sale sign, Facebook, website or any communication outside your firm) and with all other MLS policies too. The MLS does not want to issue fines to anyone, but is responsible for enforcing the rules so we are trying to walk the line between meeting the needs for complete and accurate data and not being too quick to levy fines or create hardships.

To have the best organization every subscriber must be the best. Be strong and confident for your clients, customers and fellow REALTORS - be the BEST you. Get out and enjoy the great weather!

Jackie

2020-21 NWAR & GNMLS Candidates

NWAR Election - Online June 4th (8am-9pm)

GNMLS Election - Online June 17th (8am-9pm)

NWAR 2020 Election Slate

Officer:

President-Elect: Pete Rondello
Treasurer: Joyce Nykolayko

Director (3 seats, * = incumbent):

Tynan Anderson
Cheryl Eskridge
Ryan Hanson
Ed Raasch*
Cassi Rupnow*

GNMLS 2020 Election Slate

Officer:

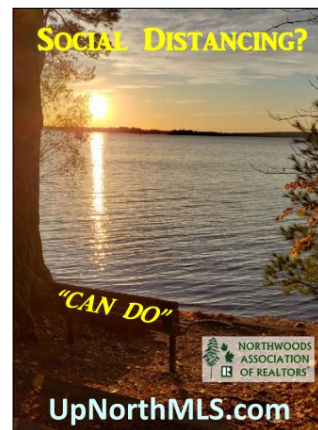
President: Jerry Burkett
President-Elect: Ed Choinski
Treasurer: Dan Pudlo

Director (3 seats, * = incumbent):

Bonnie Byrnes
Adam Redman
Julie Winter-Paez*
Mark Wagner

Summer Ad Campaign

The ad at right will be printed in a handful of local papers and vacation guides over the summer to direct homebuyers toward our consumer portal. We still have budget left for advertising, so let us know if you'd like to see this or a similar ad in your local periodical - just email a rate sheet to Matt for the board to review!



NWAR Family Scholarship - Everyone's a Winner!

This year we had a total of 8 applicants for a NWAR Family Scholarship while our budget only allowed for a maximum of 6 recipients. At the May NWAR Board meeting, a discussion came up about the ongoing pandemic and how many are feeling a particularly painful financial crunch at present. Because of the exceptional circumstances in which we find ourselves, the NWAR Board felt now would be a particularly inopportune time to give a student even *more* bad news since they already missed out on their graduation party.

For that reason, the Board approved making a special exception this year to exceed the budget and award all 8 applicants a \$500 one-time NWAR Family Scholarship. Our association is fortunate to remain on a sound enough financial footing to allow the Board to even consider this possibility, and there is no time like the present to loosen the purse strings a bit. It is therefore our pleasure to award a \$500 scholarship to each of the following 2020 high school graduates of NWAR Member parents: **Estelle Byrnes, Ellie Eswein, Dylan Kleinhans, John Krueger, Joseph Misina, Halle Reeder, Jake Van Hefty, and Jack Van Wormer**. Each is also invited (if still in town) to enjoy a free dinner at our September 2nd dinner event in St. Germain to be congratulated in person by our leadership. Congratulations to all our 2020 grads and we hope one of you will invent the magic pill to cure all diseases!



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
CoVantage Credit Union	Crandon	Angela Retzlaff	715-478-5100
Gowey Abstract & Title	Minocqua	Mike Brandner	715-356-3000
Home Warranty Inc.	Rock Rapids IA	Jason Probst	877-977-4949
IncredibleBank	Minocqua	LeAnn Hayden	715-358-9319
JP Home Inspections	Rhineland	James Pueschner	715-360-7228
Knight Barry Title Service	Minocqua	Patrick Hugunin	715-439-4114
mBank	Eagle River	John Hletko	715-477-3841
mBank	Eagle River	Cathy Humbaugh	715-477-3885
Northern Title & Abstract	Rhineland	Al Mancl	715-365-5000
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	Val Dreger	715-479-1794
People's State Bank	Minocqua	Tim Sanderson	715-358-7070
Shoreline Title Services	Rhineland	Greg Peckels	715-369-3934
The Cayo Group at Inlanta Mortgage	Minocqua	Dee Cayo	715-358-9700
Tomahawk Community Bank SSB	Tomahawk	Shelly Cole	715-453-5354
Tomahawk Community Bank SSB	Tomahawk	Deb Duncan	715-453-5354
Tomahawk Community Bank SSB	Tomahawk	Jennifer Nerva	715-453-5354
Vilas Title Services	Eagle River	Rick Ernst	715-479-4070

NWAR Sponsors*

ENV Property Solutions

Fifield
Barbara Flietner
Ph: 715-661-0561

[ENVPropertySolutions.com](#)

Mold/lead/asbestos investigations,
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Eagle River



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

MLS Memo

Lon Fisk - NWARLonF@gmail.com

Please continue to familiarize yourself with Xposure as we approach the last months (end of 2020) for accessing Interface and InterfaceExpress.

Do you want to see your past sales? Use the My Listings tab and select Sold instead of Active and then the date range you'd like. You'll see listings where you were either the listing agent or the selling agent.

Are you looking to set your preferences for user information to display, such as a co-worker agent or your preferences for expiry notices? Look in the More tab > My Account > User Preferences. Expiry notices can be 1 to 30 days and can be sent to multiple emails. You can select a co-worker and then send listing sheets with both of your pictures and contact info. Clear it any time to remove them.

We hope you had a restful Memorial Day weekend and to the many among us who lost family members in service to our nation, we salute them and you as well for their personal and your family's sacrifice to defend our freedom.

MLS Tip: When you enter a new listing, make sure to verify that your links are working and in the right places.



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

**RIGHT TOOLS
RIGHT NOW.**

NAR started a new "Right Tools Right Now" program that offers several free or deeply-discounted webinars, online education courses and digital tools to help REALTORS. They currently have a free e-Pro Certification course, a free Pricing Strategies: Mastering the CMA course and even [free telehealth access thru May 31st](#). Check it out at:

www.nar.realtor/right-tools-right-now



AE Corner

Matt Seegert - NWARMatt@gmail.com

Welcome to new Sponsor **John Kizorek at Kizorek Photography LLC**. See his info above and consider contacting John and/or our other Sponsors to get the best angles on your listings. As we noted last month, drone photography requires a license and FAA fines can far exceed the average commission. Let one of our Sponsors save you time and money!

The **NWAR/GNMLS Golf Outing/TPAC Auction/Dinner** has been set for Wednesday September 2nd at **St. Germain Golf Club & Whitetail Inn**. Since we are having the election on June 4th electronically, we are going to do our board installations at the 9/2 dinner event. If you have a NWAR 2020 timely renewal coupon (value \$35), you can redeem it to attend dinner for free! Another option to use your coupon is for [Live Real Estate CE](#) in Minocqua on Oct 30 & Nov 2-3.

Lastly, I want to bid a very fond farewell to long-time NWAR Affiliate **Shelly Cole** who is relocating to southern Wisconsin soon. Shelly has been a stalwart volunteer and even served as our first non-REALTOR President in 2017-18. We will miss you dearly and wish you all the best, Shelly!

AE Tip: Looking for a cheaper alternative to Zoom? We're using Google Meet which is included with [Gsuite Basic](#) for just \$6/mo - works great!

REALTOR Anniversaries

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

30 Years:

Bruce Giles - Town & Country Realty, Woodruff

20 Years:

Daniel Johns - Redman Realty Group, Minocqua

Greg Yoder - Re/Max Property Pros, Eagle River

15 Years:

Peggy Ausloos - Eliason Realty of the North, St. Germain

Ed Choinski - 4 Star Realty, Lake Tomahawk

Lisa Eggman - Re/Max Property Pros, Eagle River

Ed Foxe - Eliason Realty of the North, St. Germain

Phil Lewandowski - Re/Max Action North, Mercer

Adam Redman - Redman Realty Group, Minocqua

5 Years:

Neil Dominy - Pine Point Realty, Rhinelander

Kathy Flannery - Homeland Realty, Crandon

Jeff Moenssen - Birchland Realty, Phillips

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.

Tom Martens Passing

We received sad news recently that REALTOR **Tom Martens** of Eliason Realty of St. Germain passed on May 14th at age 71. Tom became a REALTOR in 2006, served as the Town Clerk in St. Germain for nearly 50 years, and taught Math at LUHS for 34 years before retiring in 2004.

Our deepest condolences to Tom's family, REALTOR friends and the many in the Northwoods community who will remember him fondly as a colleague, teacher and/or friend. Visit bit.ly/TMartens to view his obituary and share your memories; services will be determined at a future date.

Rest in peace, Tom.



YTD Sales Update

On/Off Water	Median Price		Units	
	2019	2020	2019	2020
SFH Off	118,850	112,750	254	284
SFH On	230,000	260,000	197	183
Land Off	20,000	34,200	121	124
Land On	60,000	79,000	77	70

Sales in the Northwoods definitely slowed down in April, though the year-over-year numbers still look decent thanks to a busy Q1-2020. We suspect that will soon change for obvious reasons.

That said, there is reason for hope since low rates have kept buyers eager and the Northwoods makes social distancing fairly easy. We have heard some secondary homeowners are choosing to make their Northwoods retreat their primary address for the time being, which should help our local economy. Stay positive - better days will come soon!

More stats at: bit.ly/NWAR-Stats

Lockbox Leaders

% Active Listings w/LBs	
Century 21 Ace Realty	100%
Dollhouse Elite Realty	100%
Esckridge Real Estate	100%
Northwoods Community Realty	87%
4 Star Realty	86%
Key Insight	75%
Bolen Realty	71%
Redman Realty Group	69%
Century 21 Pierce Realty	67%
Gold Bar Realty	67%

Active Listings (exc land/comm): 1600
LB Participants Active List: 1414 (88%)
Eligible Listings w/LBs: 653 (46%)

View SentiLock lockbox training guides, tip sheets and more at: bit.ly/NWAR-LBS

Lunch & Learn: School's Out, Ideas Welcomed!

Our 2019-20 season of Lunch & Learns averaged over a dozen attendees, and our USDA/FHA/WHEDA Seminar drew a couple dozen more for a total of over 125 who took advantage of NWAR educational offerings. Add to that several more who attended WRA webinars hosted remotely at NWAR. While these are solid numbers, we'd love to see even more attend our next L&L season starting in October.

If you have an idea for a topic you'd be interested in attending, please contact NWAR Education Chair Andy Harris or Matt at the board office to let us know your idea for a topic. We also welcome anyone wanting to teach a class to give us a call. We will be working over the summer on next season's schedule, so now's the time to let us know!

REALTORS® on the Move:

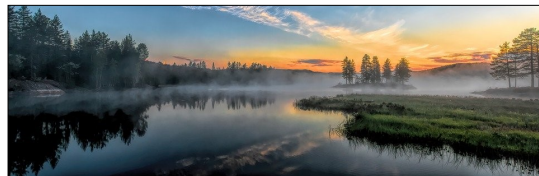
New GNMLS Subscribers:

Name	Office
Joe Dina	Exit Greater Realty - Explore - Wausau
Jodi Drost ¹	Redman Realty Group - Minocqua
Renata Greeley	Shorewest REALTORS - Eagle River
Cari Ploense ¹	Hilgart Realty - Park Falls
Michelle Pyrchalla ¹	Coldwell Banker Mulleady - Rhinelander
Ashlei Smith	People First Realty Group* - Rhinelander
Josh Vollmar ¹	Homeland Realty - Crandon

Transfers & Releases:

Name	From	To
Brian Paul	Up North Realty	Re/Max 100 Realty* - Milwaukee
Barbara Schjoneman	First Weber - Minocqua	
Nick Simonis	Your Choice Realty - Boulder Junction	

¹ = New NWAR Member
* = New GNMLS Office
^ = Closed MLS Office



"Prosperity is not without many fears and disasters; and adversity is not without comforts and hopes."

- Francis Bacon

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

^ 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

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

Next Board Meetings:

Thursday, June 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 subscribe to the MVP eNewsletter by 5/30, you will earn a free **Virtual Viewings: Using Technology to Show Properties Webinar** (\$29.95 value) and a chance to win a \$50 REALTOR Store gift card.

Claim your MVP reward at:

MVP.REALTOR.ORG

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

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)



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

Member FB Group: Facebook.com/Groups/NorthwoodsREALTORS



bit.ly/NWAR-FBK



bit.ly/NWAR-TW



bit.ly/NWAR-YT



bit.ly/NWAR-LI