



The Realty Review

Volume 11, Issue 5



May 2021

Northwoods Association of REALTORS® & Greater Northwoods MLS®

President's Message

Andrea Krueger, NWAR

The lakes are open for avid anglers and casual cruisers, hummingbirds are back to imbibe our fragrant blooms, and hopefully REALTORS have restocked your coffee supply for the long days to come!

I hope you can join us next week to kick off another summer selling season at our annual golf outing and BBQ picnic. Please send in your registrations ASAP and even if you aren't a golfer, you're welcome to register for the BBQ picnic dinner afterwards! Plenty of space for everyone here in our great outdoors!

Slates of candidates were emailed out earlier this month for our NWAR Election on June 7th and GNMLS Election on June 9th. Candidate bios will be available on the actual voting site when you go to vote (ed: or see p2 for link). Please make sure to cast your vote by 9pm!

Congratulations to our three Scholarship recipients: Brooke Pagels, Mitchell Holmstrom and Colby Kruse. Each will receive a \$1000 scholarship award toward the fall 2021 semester. Thank you



as well to our Scholarship Committee chaired by Andy Harris for their efforts in overseeing this important program and selecting this year's scholarship recipients.

Our Finance Committee will prepare a draft budget soon for the new fiscal year starting

in October. If you have any ideas for projects or programs we should consider that may need a budget, please let Matt know so he can share it with the board and committee. While on the topic of committees, we welcome you to explore our committees and contact the Chair or Matt if you're interest in joining one. It's a great way to network and a stepping stone to getting your name on a future NWAR board slate!

Don't let the cool weather this week fool you - Memorial Day weekend is the official start of Up North Summer, so bust out your cargo shorts and capri pants for the weekend! Here's to a hopefully long and much funner summer than the last one!

Andrea

The Buzz:

- 2021 NWAR & GNMLS Online Election Slates, Dates & Bios
- NAR Retirement Planning Summit - July (Wed 1hr x 4)
- GRI On Demand Course Discount - Save \$250!

Affiliate Spotlight



Knight Barry Title is Wisconsin's largest title agency with more than 50 offices in Wisconsin, as well as offices in MI, MN, FL and TX. Since our founding in the Racine area way back in 1854, Knight Barry has grown to over 500 experienced title and closing professionals.

My team at Northern Title joined forces with Knight Barry Title in May 2020, and we are proud to continue providing first-rate title services to REALTORS and your clients!

Al Mancl - Manager

125 E Davenport St
Rhineland

Ph: 715-365-5000

KnightBarry.com

LAST CALL - 6/3 Golf Scramble & BBQ Picnic

LAST CALL for our annual Golf Scramble & BBQ Picnic on Thursday June 3rd at Trout Lake Golf Club. Golfers may arrive starting at 10am to warm up with a free bucket of balls, and please have your team ready for announcements at 11:30 before sendoff for the noon shotgun start! Make sure to stop and see our friends from Tomahawk Community Bank at the putting green where a hot putter could win you cold cash!

Non-golfers are welcome to join us for an outdoor **BBQ picnic** starting at **4:30pm** with beef brisket and chicken breast, baked beans, broccoli/cauliflower salad and potato salad. We will have a tent just in case, and events include REALTOR inductions and anniversaries, 2021 NWAR Family Scholarship recognition a 50/50 RPAC fundraiser drawing. For those wondering about our annual RPAC auction and/or election, see page 2 for more info.



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SEE PAGE 6 OR [CLICK HERE](#) - ** REGISTRATION DEADLINE 5/27 **

President's Message

Jerry Burkett, GNMLS

Summer at last! With the lilacs and trilliums blooming summer has announced it's arrival. Thank goodness for the end of winter!

Just a couple of reminders for those new and not new in the business...

1. If you place a sign on a property to sell it, it must be in the MLS by the next day.
2. If you place a new listing on Facebook it must be in the MLS by the next day.
3. If you place a new listing on any web page or the newspaper it must be in the MLS by the next day.



You have 5 business days to enter in the MLS; let's all be fair to other agents and your Seller and get the most interest in their property.

The Board has a fining system in place now; please check with your Broker or the Board to make sure you are in compliance with your practice. Fines are cumulative and can be costly.

Great Cheers for Lon and Matt; still doing a great job. I was fortunate enough to be there for both of their first days on the job; they are the rudder that keeps our swaying ship on track.

If you do not have enough business right now; get involved! Join a civic organization, be more active in your church or your schools, and let people get to know you. The more people you touch the more business you will acquire.

Bye for now...

Jerry Burkett

2021 GNMLS Board Candidates

GNMLS Election - Online Wed. June 9th (9am-9pm)

GNMLS Officers:

GNMLS President-Elect: Dan Pudlo
GNMLS Treasurer: Julie Winter-Paez

GNMLS Directors (4 seats open, 4th place finisher to serve 1 year term):

Jackie Leonhard
Jim Olson
Jim Tait
Mark Wagner



GNMLS CANDIDATE BIOS: bit.ly/GNMLS-E2021

2021 NWAR Board Candidates

NWAR Election - Online Mon. June 7th (9am-9pm)

NWAR Officers:

NWAR President-Elect: Andy Harris
NWAR Treasurer: Jon Long

NWAR Director (5 seats open, * = incumbent):

Tynan Anderson*
Tom Bird*
Connie Brayton
Kim Brixius*
Janel Pagels
Paul Ross
Ashlei Smith*



NWAR CANDIDATE BIOS: bit.ly/NWAR-E2021

2021 RPAC Auction Info

Our 2020 RPAC Auction was a great success - let's make 2021 even better!



Where: Online via 32auctions.com

When: August 6th thru September 8th

What: Gift baskets & gift certificates

Please contact RPAC Chairperson Cheryl Eskridge at 512-749-6833 or Matt at NWAR if you can help by donating a gift basket or certificate. Thank you!

Retirement Planning Summit - July

NAR's Center for REALTOR Financial Wellness is hosting a Retirement Summit in 1-hour webinars each Wednesday in July. This seminar will help REALTORS determine how big a nest egg to build and help you develop a strategy to reach your goal.

Register now for a limited-time discounted price of \$40 for all four 1-hour sessions titled: *Retirement Planning Basics*, *Getting Retirement Ready*, *Planning for the Unexpected*, and *Legacy & Estate Planning*.

Registration Link: bit.ly/3feUS8Y



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
Knight Barry Title Service	Minocqua	Patrick Hugunin	715-439-4114
Knight Barry Title Service	Rhineland	Al Mancil	715-365-5000
mBank	Eagle River	John Hletko	715-477-3841
mBank	Eagle River	Cathy Humbaugh	715-477-3885
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	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
Wisconsin Benefit Planning	Minocqua	Charlie Ouimette	715-356-2300

NWAR Sponsors*

ENV Property Solutions

Fifield
Barbara Flietner
Ph: 715-661-0561
[ENVPropertySolutions.com](#)

Mold/lead/asbestos investigations,
soil/groundwater testing & more



Kizorek Photography LLC

Minocqua
John Kizorek
Ph: 715-356-9955
[KizorekPhotography.com](#)

Real estate interior, exterior, drone
photography and video.

loanDepot.com

Schaumburg, IL
Larry Poteshman
Ph: 847-668-1441
[loanDepot.com](#)

Personalized mortgage loans on-
time, every time at loanDepot.com

LOCAL.FAST.RELIABLE. BROADBAND

888.631.9666

[sonicnet.us](#)

103 N Railroad St,
Eagle River



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

MLS Memo



Lon Fisk - lon@northwoodsrealtors.org

NAR has introduced some additional changes to MLS rules you will need to be aware of. If the address is withheld from the MLS data, it must be made available to all subscribers by disclosing it in the special Agent Remarks. Watch your words for Fair Housing red flags. There are deadlines for entering listings – the next business day if advertised.

NAR also requires the MLS more actively enforce the rules, so to avoid the risk of financial loss to your firm through fines or penalties, each broker and agent needs to review the current Policies now and make sure you are not in violation. Citations are issued to the firm/broker and increase with subsequent violations within the firm. You can find all the current rules on our website at: northwoodsrealtors.org under GNMLS Members -> Bylaws and Policies.

MLS Tip: Remember to vote in the June 9th electronic election if you are a Participant/owner.



GRADUATE,
REALTOR®
INSTITUTE

The [GRI Designation](#) is one of the most coveted and prestigious marks to set yourself apart as a REALTOR with a deep knowledge of real estate and a high level of professionalism.

Register by June 22 to complete half the required GRI credits for only \$50 - a savings of \$250! Remember as well that earning a new NAR Designation also qualifies you for a \$100 NWAR Educational Incentive Award!

Enroll by 6/22 at: www.wra.org/GRI



Launched in late 2020, WRA 360 is a WRA video series exploring industry trends, technology, and other hot topics.

In the May 360 episode titled "How Artificial Intelligence Will Transform Real Estate in 2021 and Beyond", Relitix President & Founder Rob Keefe discusses how AI, machine learning and data analytics can help you plan for the future, both within your firm and in your local real estate market.

WRA 360 Series: www.wra.org/wra360



AE Corner

Matt Seegert - matt@northwoodsrealtors.org

NEW REALTORS Jan 2020-present: Since you had no chance to be inducted in person and enjoy a free dinner yet, this is your big chance! Please register ASAP to attend our BBQ picnic next week where you can recite the REALTOR Pledge, receive a "R" lapel pin and eat your fill of free BBQ!

Home Inspections Update: Please read the [WRA May Legal Update](#) to find out about recent changes to home inspection reports such as the "Call a Defect a Defect" rule that becomes effective June 1st. Thank you as well to **Michael Weidman** for teaching our May L&L on the subject of Home Inspections - [click here](#) to view his slideshow and handouts.

WB-12 Form Update: The WB-12 Farm Offer to Purchase has a few updates that became mandatory May 1st. Please visit the [WRA Forms Update page](#) for more info and make sure to use the new form.

If you called us in April-May and couldn't leave a voicemail, our apologies! We made a cost-cutting phone service change that apparently reset our voicemail - should be working now! Happy summer & stay cool!

AE Tip: If your buyer asks to include a "Dear Seller" letter with their offer(s), beware of potential fair housing concerns it could raise.

Read more at: www.wra.org/DearSeller

REALTOR Anniversaries

Congratulations to the following NWAR Members celebrating a quinquennial anniversary this month:

20 Years:

Jeff Long - Century 21 Pierce Realty, Boulder Junction

15 Years:

Trudy Campbell - eXp Realty, Minocqua

Patrick Schey - Lakeplace.com Vacationland Prop, Mnq

5 Years:

Ryan Burgy - Coldwell Banker Mulleady, Eagle River

Tom Cote - Redman Realty Group, Minocqua

Sara Lasier - Coldwell Banker Mulleady, Minocqua

Ryan Miller - Miller & Associates Realty, Three Lakes

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.

Shelby Meinke Passing

We received the sad news earlier this month that former REALTOR Shelby Meinke passed away on April 28th at age 80.

Shelby was a REALTOR at Re/Max Properties North in Tomahawk from 2004 through 2011. In her spare time Shelby loved to travel, cook, tend her flower garden and spend time with friends, family and her dog Lucy.

Our heartfelt sympathies go out to Shelby's family, friends and former colleagues. Shelby's daughter hosted a celebration of life event earlier this month, and you may share condolences and fond memories on that event's page at: bit.ly/3fgWj73

Rest in peace, Shelby.



YTD Sales Update

On/Off Water	Median Price		Units	
	2020	2021	2020	2021
SFH Off	112,500	124,000	286	397
SFH On	260,000	280,000	183	319
Land Off	34,900	27,000	125	298
Land On	79,000	66,250	72	230

Home sale volumes are up ~53% year-over-year on ~9% higher medians. Land prices thru April are down ~19%, though volume is up a stunning ~168%. Running some numbers reveals that average lot size sold in 2021 is ~38% smaller than a year ago (~16.8ac 2021 vs ~23.2ac 2020), so land prices are actually up per acre - it's just that lot sizes are shrinking with fewer large parcels to sell.

This suggests more are buying land to build versus using it for recreation. A shortage of labor and raw materials has dampened the building boom, though some intrepid locals are now milling lumber to sell on FB marketplace.

More stats at: bit.ly/NWAR-Stats

Lockbox Leaders

% Active Listings w/LBs	
England Realty	100%
Esckridge Real Estate	100%
Gold Bar Realty	100%
Jim Tait Real Estate	100%
Northwoods Community Realty	92%
Wolf River Realty	86%
Key Insight	67%
Schmidt-Haus Realty	67%
Woodland Lakes Realty	64%
CLC Realty	60%

*Active Listings (exc land/comm): 852
LB Participants Active List: 734 (86%)
Eligible Listings w/LBs: 277 (38%)*

View GNMLS lockbox forms, training & resources at:
bit.ly/GNMLS-LB

Lunch & Learn - Summer Break

Another Lunch & Learn season wrapped in May and this season was more about "Learn" since it was all-virtual. On the bright side, everyone ate whatever they wanted and attendance grew to 16+ per class!

Thank you to the volunteers who taught classes and the many who attended. Please send ideas for classes you would like to attend - in person we hope - when our next L&L season starts in October!

P.S. Save the morning of Thursday 11/4 for a special live guest speaker seminar in Rhinelander - more to come!



REALTORS® on the Move:

New GNMLS Subscribers:

Name	Office
Adriane Bartels	Coldwell Banker Bartels* - Lakewood
Donald Bartels	Coldwell Banker Bartels - Lakewood
Skyler Baumann ¹	Re/Max Woodlands and Water - Minocqua
Amy Blasel	Exit Greater Explore - Wausau
Candice Coopman ¹	Black River Appraisal* - Phelps
Colleen Cumber	Coldwell Banker Bartels - Lakewood
Nick Gohlke ¹	Gold Bar Realty - Eagle River
Therese Guetz	Heritage Hill Properties* - Hartland
Barbara Guyes	Coldwell Banker Bartels - Lakewood
Kevin John	Eliason Realty - Eagle River
Theodore Mattes ¹	Wild Rivers Group - Tomahawk
Steven McDonald	Coldwell Banker Bartels - Lakewood
Joseph Misina	Eliason Realty - Eagle River
Christine Murphy ¹	Re/Max Property Pros - Minocqua
Elizabeth Strutz ¹	Riverview Appraisal Services* - Rhinelander
Thomas Tetzlaff	Appraisal Works* - Elewa
Marley Valdez ¹	Century 21 Pierce - Manitowish Waters
Tyler Warntjes ¹	First Weber - Eagle River
Tina Werderman ¹	Coldwell Banker Mulleady - Manitowish Waters

Transfers & Releases:

Name	From	To
Stephen Carvelli	Weichert REALTORS Jarpo Grp [^] - Wausau	
Valerie Deick	Coldwell Banker Mulleady - Eagle River	
Darin DeWitt	Keller Williams Green Bay & U.P.	
Terri Lynn	Headwaters Real Estate - Presque Isle	

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



Lest We



Forget

"The soldier above all others prays for peace, for it is the soldier who must suffer and bear the deepest wounds and scars of war." - Douglas MacArthur

Board of Directors 2020-21

(Area code 715 unless otherwise noted)

Northwoods Association of REALTORS®

Officers (Term^):

Andrea Krueger, President	453-3365
Pete Rondello, President-Elect	358-0450
Joyce Nykolayko, Treasurer (2)	546-3900
Jon Long, Past President	453-4910

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

Tynan Anderson	(0-1*)	453-3365
Tom Bird	(1-2)	356-9521
Kim Brixius	(1-2)	453-1188
Ryan Hanson	(1-1)	358-5263
Andy Harris	(2-2)	543-8900
Ed Raasch	(2-1)	224-3800
Cassi Rupnow	(1-1)	356-4457
Ashlei Smith	(1-2)	966-9280

^ 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^):

Jerry Burkett, President	479-3090
Ed Choinski, President-Elect	493-7827
Dan Pudlo, Treasurer (2)	547-3033
Jackie Leonhard, Past President	453-2673

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

Bonnie Byrnes	(1-1)	686-2481
Sandy Ebben	(2-2)	365-3000
Joe Flanders	(1-2)	420-1100
Adam Redman	(1-1)	358-0450
Mark Wagner	(0-1*)	762-3291
Julie Winter-Paez	(2-1)	480-4333

Next Board Meetings:

Thursday, June 17th

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 Newsletter by May 31st, you will earn **How to Build Wealth From Your Existing Database Webinar** (\$30 value), PLUS a chance to win a "Get Yourself Online with .realtor™" grand prize package (\$735 value)!

Claim your MVP reward at:

[MVP.REALTOR](https://mvp.realtor.com)

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 180 Member offices comprised of over 600 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