



The Realty Review

Volume 12, Issue 5



Northwoods Association of REALTORS® & Greater Northwoods MLS®

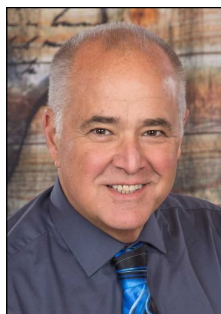
President's Message

Pete Rondello, NWAR

Hi friends, welcome to peak season 2022! Things went from winter to summer in one afternoon! I was told we had "two months of March" this year, and that does seem correct. Many of us have already broken a sweat hauling branches and sawing up downed trees after a nasty winter. There was a small fire near Trout Lake recently that was quickly extinguished, but we all recall being concerned last autumn by the wildfires in Canada and northern Minnesota. Use extreme caution in the woods when things are tinder dry and encourage your clients and customers to do the same - the woods you save may be your own!

This is also the time of year that sleep becomes optional for many REALTORS who are racing to add listings and keep pace with anxious buyers. Remember to never place business before safety. I encourage brokers to review office and agent safety plans in an upcoming meeting - the NWAR website has a variety of [REALTOR Safety Resources](#) to review and share.

Please make sure to vote online Wednesday 6/8 before polling closes at 9pm if you are a NWAR REALTOR or Affiliate Member. Watch for an email by 9:30 that morning and contact Matt if you don't see it in your inbox. If you're



interested in running for a board seat in the future but don't have the spare 1-2 hours per month at present, consider joining a NWAR Committee. Serving on a committee requires less time - perhaps 4-6 hours annually - and can help you get a feel for serving on the board since our committee meetings are

conducted similarly to board meetings. Most importantly, it allows you to meet new people and exchange ideas in pursuit of our shared goals: a strong and thriving association and vibrant local community. One such committee, our Finance Committee, will begin work on next year's budget soon and we welcome your suggestions of programs, benefits and/or classes you'd like to see in the year ahead.

Our annual golf outing and election dinner is just around the corner on June 2nd at Inshalla in Tomahawk. Please get your registrations in ASAP and contact Matt if you're interested in sponsoring a hole. I hope you join us for a relaxing afternoon and evening before the real heat of summer comes on! Until next month, Peace and Prosperity to you!

Pete

The Buzz:

- **GNMLS Election LIVE 6/2, NWAR Election Online 6/8**
- **GNMLS Public Advertising Policy Change - Effective Jun 1st**
- **New ANSI Square Footage Measurement Standards**

Affiliate Spotlight



Home Warranty has been a partner to Realtors in the Northwoods since 2018, and our company now serves 40+ states. With a warranty in place, you can protect your seller (for free!), your buyer, and yourself! Jason is moving to the Northwoods in June, so it will be even easier to connect with him.

Why Choose Home Warranty?

- Choice in Local Contractors
- 24/7 Live Claim Support
- 14 Months of Coverage
- Cash Out Option for Repairs
- #1 Rated Nationally by the BBB

Jason Probst

Home Warranty Inc - Park Falls

Ph: (309) 287-7513

HomeWarrantyInc.com

LAST CALL Golf Scramble & Election Dinner Jun 2nd

LAST CALL! Please register by Thursday 5/26 for the **NWAR/GNMLS Golf Outing & Election Dinner** on **Thursday June 2nd** at **Inshalla Golf Club in Tomahawk**. At present our usual ~18 groups of golfers are registered, but our dinner count is still a few dozen short of typical. If you're planning to attend dinner, please email Matt your registration ASAP and drop a check in the mail in advance to help save time at the check-in table. Before heading out to golf or to mingle and munch on finger foods, GNMLS Participants (aka principal Broker/Appraiser) attending should see Lon to cast your GNMLS election ballot.

Tee time is 11am sharp, and golfers should be ready to roll at 10:45 for a few announcements before heading to your starting holes. Dinner guests may arrive at/after 3:30p to enjoy appetizers, and all diners should be seated before the **5pm Call to Order**. A buffet of baked chicken, beef tips w/ gravy and sides will follow announcements at 5:30pm, and we'll have salads and rolls at your tables in the meantime. We're good on appetizer sponsors but could use 2-3 more for golf - contact Matt ASAP if interested so I have time to get your sign printed!

REGISTER BY 5/26 - SEE PAGE 6 OR HERE: bit.ly/NWAR-GED22



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President's Message

Ed Choinski, GNMLS

Did you know that Wisconsin has a Conservation Congress? It is made up of five delegates from each county and there are 72 counties in the state. The Conservation Congress works for the citizens of Wisconsin to help promote hunting, fishing, trapping, hiking, biking and all kinds of other sports. They are in fact the liaisons between the citizens and the DNR.

The Conservation Congress works for the good of all the people in this state, and Wisconsin is the only state with this type of public input to foster growth and prudent use of our natural resources. Being the Conservation Congress Chairman for Oneida County, I see first hand how things work and how new ideas help the state keep moving forward on natural resources issues.



You may be wondering why I am writing about this in our monthly newsletter. As I stated previously, the Congress works for all citizens of the state, and the same is true about your MLS Board working for all our Members. Given the current lopsided market we are working in, some of our Members have pushed the envelope regarding MLS policies. This has led to a new rule change regarding advertising a property: **Prior to any public advertising of a property going**

forward as of June 1st, you must first enter the listing into GNMLS - and yes this includes hanging a yard sign.

This decision was not made lightly and there certainly will be folks who are not happy about it, but the board felt this was necessary to maximize exposure to buyers and promote cooperation among our Members. I for one am not a fan of changing rules due to a few arguably bad actors, but the decision was made and this rule will be enforced starting in June.

The best thing you have to offer your clients is your reputation. Don't let others ruin it for you!

Ed

2022 GNMLS Election Candidates

GNMLS Election - LIVE Thu. June 2nd or absentee

GNMLS Officers:

GNMLS President-Elect: Adam Redman

GNMLS Treasurer: Jackie Leonhard

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

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



GNMLS CANDIDATE BIOS: bit.ly/GNMLS-ELEC22

2022 NWAR Election Candidates

NWAR Election - ONLINE Wed. June 8th (9am-9pm)

NWAR Officers:

NWAR President-Elect: Ed Raasch

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

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

**Rick Bina
Kristin Gullickson-Wild
Ryan Hanson*
Cliff Kolinsky
Ashlei Smith**



NWAR CANDIDATE BIOS: bit.ly/NWAR-ELEC22

Focus on Energy Ambassador Program

Focus on Energy partners with utilities across Wisconsin to provide resources and incentives for energy efficient home products, equipment, and improvement projects. They also work with 800+ real estate Ambassadors across the state to bring improved home comfort, efficiency, and peace of mind to Wisconsin homeowners. To-date, their real estate Ambassadors have put more than \$900k in heating and cooling vouchers into the hands of their clients and set more than 7000 Wisconsin homebuyers on the path to energy efficiency and cost savings.

Once you complete the online Ambassador Workshop and enroll as an Ambassador, you can start offering your clients access to new energy efficiency expertise and exclusive perks, including a Welcome Kit with a \$125 heating and cooling tune-up voucher and a helpful Home Energy & Maintenance Guide. The kit is co-branded with your business information and sent to your clients on your behalf, at no cost to you, providing an extra touch and added value.

Take the first step - Register for the Ambassador workshop at: bit.ly/3yYGdt6

For more information, visit focusonenergy.com/ambassador or email Focus on Energy representative Nancy Alberte at nancy.alberte@focusonenergy.com. Nancy can also be reached at 608-358-8212.



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
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
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	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
Butternut
Barbara Herbst
Ph: 715-661-0561
ENVPropSolutions@hotmail.com
Mold/lead/asbestos investigations,
soil/groundwater testing & more

KSC
AERIAL MEDIA
REAL ESTATE VIDEO
& PHOTOGRAPHY EXPERTS
715-437-0090
www.KimSwisher.com

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
SonicNet

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

MLS Memo



Lon Fisk - lon@northwoodsrealtors.org

Fannie Mae has adopted standardized property measuring guidelines that all appraisers must follow. Mismatches in information from MLS compared to other records can cause underwriters to reject appraisals and disrupt sales. Please be sure you follow the new guidelines for measuring square footage. Read about the new square footage standards at bit.ly/3wM4uzJ, and it's worth the \$25 to order the new 16-page ANSI SqFt calculation guide at: bit.ly/3sTbEB7. Measurements are to be to the nearest inch and square feet to the nearest 1 sqft. Basement is any space partially or completely below grade. Finished areas must have minimum 7 ft ceiling height and no part with less than 5 ft can be included in GLA. Finished areas not connected to the house cannot be included in GLA.

Broker-owners remember to vote at the Golf outing or by absentee ballot. MLS rules apply to ALL subscribers - please review the [GNMLS P&P](#) and [GNMLS R&R](#) docs to avoid fines.

MLS Tip: PCS is behavior based so if clients want truly immediate notifications, they should review listings promptly as new PCS notifications are sent.

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 Design/Cert Courses:

Jun 2-3: Seller Rep Specialist - Webinar

Oct 2: Certified Residential Specialist - Live @ 2022 WRA Convention



Details/Registration: bit.ly/WRA-Des-Crt



WB-24 Option to Purchase 2022:
wra.org/LegalUpdates



Stay up-to-date on the state of real estate in our state!
wra.org/HSRApr2022



AE Corner

Matt Seegert - matt@northwoodsrealtors.org

Another season of Lunch & Learns wrapped up this month, and summer break is when we work on the curriculum for next season's classes running from October thru May. If you have a topic you'd like to learn more about (or teach) at a ~1 hour Lunch & Learn class, please let me know so I can share your idea with our Education Committee.

All sales and broker licensees must complete 18 hours of CE to renew your license by 12/14/22. NWAR hosted live and video CE recently and will host "last chance" video CE starting 10/27, but the simplest option is doing WRA OnDemand (online) CE. Note that if you complete the WRA CE courses, you will also fulfill the NAR COE training requirement for the 2022-24 triennial period (NOTE: WRA is the only CE provider the NWAR Board accepts to fulfill NAR COE requirement).

If you own a business entity, you must renew that license as well by 12/14/22. Read here for more info about CE and license renewal, and note that the DSPS online renewal system usually opens for real estate license renewals by the start of November: bit.ly/3q0urJn. Happy Memorial Day & see you next week for our biggest event of the year!

REALTOR Anniversaries

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

25 Years:

Chris Raasch - Woodland Lakes Realty, Tomahawk
Ed Raasch - Woodland Lakes Realty, Tomahawk

20 Years:

Bob Baratka - Action Appraisal Services, Merrill

15 Years:

Barb Peck - Headwaters Real Estate, Presque Isle

10 Years:

Tammy Kauranen - First Weber, Bessemer
Ken Neu - Homestead Realty - Phillips
Jim Nykolayko - C21 Burkett & Associates - 3 Lakes

5 Years:

Deonn Graeber - Northwoods Community Realty, Thwvk
Keith Hanse - Northwoods Community Realty, Thwvk
Bob McMahon - C21 Burkett & Associates - 3 Lakes
Dave Meyer - C21 Burkett & Associates - Eagle River
Janel Pagels - Redman Realty Group, 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.

AFIDA Compliance Info

WRA received a letter from USDA recently asking them to share with REALTORS regarding foreign ownership of farmland. Please review it at: bit.ly/3NvoM7p

LUHS "Financial Literacy" Outreach Photos

Our DEI Committee seized a great opportunity this month by visiting Lakeland Union HS to share home buying and selling advice with our next generation of homebuyers.

Big THANK YOU to DEI Committee volunteer **Vanessa Giles** for the idea and perseverance to bring it to fruition, and she also spent a full day at LUHS to lead 5 separate classes. High five as well to NWAR President **Pete Rondello** and REALTORS **Andrea & Paul Christie** and **Janel & Sam Pagels** who joined Vanessa for a session that morning.

Apologies to the Pagels duo since your AE's parting instructions to the teacher to snap a few photos of each group went unfulfilled for your session. Fortunately they liked us and we may have more photo ops next school year! Photo gallery: bit.ly/38Kr3gc

New GNMLS Subscribers:

Name	Office
Dave Corban	EXP Realty - Minocqua
Hunter Diels	Coldwell Banker Action - Schofield
Sarah Deinhart	Coldwell Banker - West Bend
Mary Feranec ¹	Northwoods Realty - Phillips
Kimberly Jensen ¹	Eliason Realty - Eagle River
Kevin John	Eliason Realty - Eagle River
Dave Long ¹	Wild Rivers Group RE - Tomahawk
Kimberly MacPherson	True Footage - K MacPherson* - Stevens Pt
Tyler Monnot ¹	Integrity Realtors, LLC - Antigo
Jeremiah Parker	EXIT Realty CW - Stevens Point
Heidi Peterson ¹	Birchland Realty - Park Falls
Amanda Schley	Coldwell Banker Action - Schofield
Jessica Svoke ¹	Eliason Realty - Eagle River

REALTORS® on the Move

Transfers & Releases:

Name	From	To
Kristin Gullickson-Wild	EXP Realty - Minocqua	Coldwell Banker Mulleady - Minocqua
Jeffrey Jonas	Red Bell Real Estate - Utah	
Michael Keller	Re/Max New Horizons - Phillips	Northwoods Realty - Phillips
Eric Radi	Century 21 Burkett - Eagle River	
Josh Vollmar	Homeland Realty - Crandon	

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



YTD Sales Update

On/Off Water	Median Price		Units	
	2021	2022	2021	2022
SFH Off	124,250	145,000	404	317
SFH On	280,000	380,000	323	235
Land Off	27,000	35,000	304	213
Land On	68,200	69,900	234	119

We're 1/3rd through 2022 and given higher rates, low inventory and rising food/gas prices, it's optimistic to hope to keep pace with our best-ever year in 2021. However, in dollar terms we're still nearly double the YTD total in 2020 and only -6.7% below '21 YTD - not bad given our present headwinds!

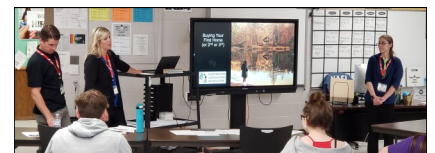
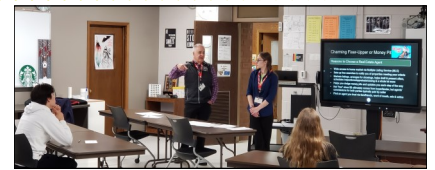
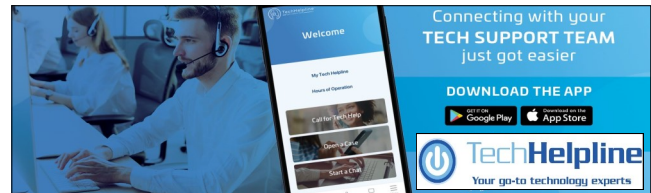
While we'd love to raise the bar again, it seems we are trending toward a healthier balance of supply and demand. Let potential sellers know it may be a long while before we see prices like these again, and tell frustrated buyers their despair may soon end!

Lockbox Leaders



% Active Listings w/LBs	
4 Star Realty	100%
People First Realty Group	83%
Woodland Lakes Realty	70%
Flanders Realty Group	67%
Pine Point Realty	67%
Northwoods Best Real Estate	67%
Schmidt-Haus Realty	67%
Wolf River Realty	63%
Re/Max Action North	60%
Century 21 Pierce Realty	57%

Active Listings (exc land/comm): 670
LB Participants Active List: 478 (71%)
Eligible Listings w/LBs: 200 (42%)



"Our flag does not fly because the wind moves it. It flies with the last breath of each soldier who died protecting it." - Unknown



WE REMEMBER

Board of Directors 2021-22

(Area code 715 unless otherwise noted)

Northwoods Association of REALTORS®

Officers (Term^):

Pete Rondello, President	358-0450
Andy Harris, President-Elect	543-8900
Jon Long, Treasurer (1)	996-2251
Andrea Krueger, Past President	453-3365

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

Tynan Anderson	(1-1)	453-3365
Tom Bird	(2-1)	356-9521
Kim Brixius	(2-1)	453-1188
Ryan Hanson	(1-2)	358-5263
Janel Pagels	(1-1)	525-1008
Ed Raasch	(2-2)	224-3800
Paul Ross	(1-1)	762-3276
Cassi Rupnow	(1-2)	356-4457

Greater Northwoods MLS®

Officers (Term^):

Ed Choinski, President	493-7827
Dan Pudlo, President-Elect	493-7630
Julie Winter-Paez, Treasurer (1)	480-4333
Jerry Burkett, Past President	479-3090

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

Bonnie Byrnes	(1-2)	686-2481
Jackie Leonhard	(1-1)	453-2673
Jim Olsen	(0-1*)	892-1684
Adam Redman	(1-2)	358-0450
Jim Tait	(1-1)	385-2077
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, June 16th
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 purchase the REALTOR L.E.A.D. Building Blocks & Road Map course bundle by May 31st, you will earn a free L.E.A.D. Diversity, Equity & Inclusion course (\$60 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)



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 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.ly/NWAR-YT



bit.ly/NWAR-LI

2022 NWAR/GNMLS GOLF OUTING & ELECTION DINNER



**Thursday June 2nd, 2022
Inshalla Country Club - Tomahawk**

\$75 golf + dinner, \$25 dinner only

Jim Tait Memorial Cup Golf Tourney

4-person scramble - 11am shotgun start

Free bucket of range balls

18 Holes w/cart – team & individual prizes

No foursome, no problem - we'll team you up

Putting Contest – win CASH!



Schedule of Events

- 10:00** Golfer check-in & free bucket of range balls
GNMLS Participants please vote before golf
- 10:45** Golf Announcements – please be ready to roll
- 11:00** Shotgun Start & Putting Contest Opens
- 3:30** Dinner doors open, appetizers served
GNMLS Participants please vote before 5pm
- 4:30** Putting Contest Finals
- 5:00** Call to Order & Announcements
New Member Induction
Anniversaries & Recognition
NWAR Family Scholarship
- 5:30** Buffet Dinner - Inshalla ballroom
- 6:30** RPAC 50/50 Drawing
Golf Results & Prizes
GNMLS Election Results

*Try the
beef!*



*I am not
aMOOsed!*



Catering by:



Buffet Dinner of:

**Baked Chicken
Beef Tips & Gravy**

**Sides: House salad, dinner
roll, roasted red potatoes,
pasta salad, green beans**

Please return the form below with payment by May 23rd - THANK YOU!

2022 NWAR/GNMLS Golf Outing & Election Dinner Registration

Attendee Name(s):	Golf or Dinner Only? (check one)	** New REALTOR Inductee or Free Dinner Credit?
1.	Golf & Dinner ____ Dinner Only ____	Inductee ____ Dinner Credit ____
2.	Golf & Dinner ____ Dinner Only ____	Inductee ____ Dinner Credit ____
3.	Golf & Dinner ____ Dinner Only ____	Inductee ____ Dinner Credit ____
4.	Golf & Dinner ____ Dinner Only ____	Inductee ____ Dinner Credit ____

**** Subtract \$25 for each new REALTOR being inducted & anyone with a free dinner on this list: bit.ly/3rXvcne**

____ Golf & Dinner x \$75 = \$ _____ (no golf-only option)
 ____ Dinner x \$25 = \$ _____
 Total Paid: = \$ _____

**Remit with payment (checks only) by 5/23 to:
NWAR, PO Box 377, Woodruff WI 54568**

Contact Name: _____ **Email or Phone:** _____

GOLF SPONSORSHIPS \$100: Sponsors will have a sign posted at a tee with your logo & info, and all golf/dinner sponsors will receive special thanks in our newsletter. Contact Matt @ NWAR to inquire about **appetizer sponsorships (\$150)**.

Company Name: _____ **Top 3 Hole Preferences:** ____ ____ ____ (we'll confirm)