



The Realty Review

Volume 13, Issue 11



Northwoods Association of REALTORS® & Greater Northwoods MLS®

President's Message

Ed Raasch, NWAR

Happy Thanksgiving to my fellow REALTORS! Holiday season is in full swing and I wanted to take a moment to remind everyone to be sure and make time for family, friends and yourself. It's easy to get caught up in the craziness that comes with this time of year, so be sure to slow down and make time for what's important.

It is with great pleasure that I announce that NWAR has its first 50 year anniversary Realtor (1973 to 2023 and counting). A huge shout out and CONGRATULATIONS to **Jim Gabrielsen**, Broker Associate at Birchland Realty. This is quite an accomplishment in any field, but navigating our ever-changing market for 50+ years is truly amazing. Congratulations Jim!!!

There are several events coming up in the next month, so be sure and sign up in a timely manner for as many as you can attend. December 1st is REALTOR Ring Day for Salvation Army, and sending Matt an action photo will earn you a free gift. December 7th is the NWAR/GNMLS Christmas Party at Holiday Acres in Rhinelander, and our December Lunch & Learn will review how to lookup and export GIS Maps for your listings.



I am including a last minute reminder to everyone that dues renewal statements were mailed in mid-September with a due date of 11/30. Please contact Matt if you did not receive one or have any questions. You can make your payment by check to NWAR or with a card online at NAR.REALTOR. I invite you to

visit our website to review the many [Member Benefits](#) included with your membership.

One final note albeit of utmost importance: We should all be aware by now of the guilty verdict in the Case of Burnett v. NAR et al which goes to the core of how we do business. It is imperative that we stay up to date with the issues as NAR and WRA continue to unravel the impact that it will have on our industry. WRA has created the Addendum C to be used when listing property. It is a great tool to help explain commission structure and making sure of complete transparency with the Seller. You may also share a similar NAR resource at realestatecommissionfacts.com and watch [competition.realtor](#) for NAR updates. NWAR and GNMLS will also keep you updated as the situation continues to evolve.

Ed

The Buzz:

- ***LAST CALL* - NWAR/GNMLS Xmas Party Thu 12/7**
- **Dec 7: WRA Forum: LLCs & Beyond: Entity Traps & Consid.**
- **Dec 13: GIS Maps: Accessing & Exporting Lunch & Learn**

Sponsor Spotlight

loanDepot®

At loanDepot, we understand that purchasing a home is one of the biggest purchases in your lifetime. We've streamlined our process to ensure that the experience of obtaining a mortgage is as smooth and stress-free as possible. loanDepot now offers a down payment assistance program called AccessZero - just one of the many programs we offer to stay innovative and make our borrowers our top priority.



Larry Potesman
Loan Consultant
NMLS #293783
(847) 262-3266

Potesman Team

loanDepot.com



WB Forms Update - Mandatory as of Jan 1st

WRA just sent out a notice about a slew of updates to commonly-used real estate forms including Listing Contracts, Offers to Purchase and more. These changes are optional starting December 1st and mandatory as of January 1st and will be updated in zipForms and on the [DSPS website](#).

Changes to WB Listing Contracts and Buyer Agency Agreements were made regarding commission transparency, to revise the dispute resolution provisions, and to add wire fraud warnings. The wire fraud warning revision was also added to the various WB Offer to Purchase forms. In an additional effort to help enhance transparency about commissions, WRA created a new Addendum C (available in zipForms) that will help you explain to consumers how commissions are determined and paid.

Please read more about these changes at the link below and to watch a video explaining the changes, see the "WRA Legal Update" link on page 4 of this newsletter.

WRA Forms Update Resources: www.wra.org/FormsUpdate



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President's Message

Adam Redman, GNMLS

Warm Winter Greetings! Hopefully you all had a chance to break away from the daily real estate grind and spend some quality time with loved ones over the Thanksgiving week.

You all very well know the amount of dedication and commitment there is to success in the Real Estate industry. Our value is evident when we put our hearts and souls into the achievement of the consumer's goals and to the betterment of our communities. This genuine statement continues to resonate and can be very disheartening when reading the media coverage and commentary on the NAR et al verdicts. There may be changes on the horizon with how real estate transactions are conducted; however, we need to continue to fight for the value that we bring to most consumer's largest financial transactions in their lives. Be prepared for tough questions through reading and research, role playing and script note cards.

Off Season Strength & Conditioning: This time of year, when



things tend to slow down in The Northwoods, it sure is nice to take a break from the grind and work on your business – establishing both work and life goals, evaluating wins and losses over the past year and improving systems and practices.

NWAR / GNMLS offers an excellent line up of educational opportunities, such as Lunch & Learn events (these opportunities are always showcased on the NWAR Website and your Xposure Control Center home page). I'm a big advocate of attending conventions, conferences, designation classes, trade shows, networking events, etc. IN PERSON, when you have the chance. We need to continue to be

students of our industry, gain knowledge and subsequently confidence in our trade.

Tools & Equipment: The GNMLS Board will continue to roll out enhancements, such as Xposure SellersHub and Forewarn. We are continually evaluating valuable add-ons to your membership. The GNMLS Board is assessing the prospect of hiring a virtual assistant for data checking. Please stay tuned for updates. If you see something you feel would be good for us to consider, please let us know.

Did you know that the GNMLS subscribership is now up to 745 subscribers!? This is the most subscribers that we've ever had. Here is a breakdown of the subscribers based on their home address location: 61.8% from the 7 core counties that make up The GNMLS, 35.3% from all other Wisconsin Counties, 2.2% from states outside of Wisconsin.

Hope to see you at the Christmas Party on December 7th!

Adam

Guest Speaker Event Wrap-up

"Zen Real Estate" Coach Clint Pardoe joined us virtually in early November for a 1-hour program with ~25 attendees. Far from being what sounds a bit like a meditation session, Clint detailed several simple actions REALTORS can take to find your niche, take control of your busy schedule, and build new and lasting relationships. **More photos at: bit.ly/3GoNKE2**

We hope everyone enjoyed Mr. Pardoe's presentation and the free lunch preceding it, and we invite you to share what you learned with your colleagues to help us keep raising the bar!

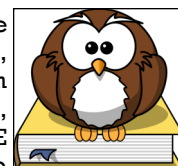


Real Estate CE @ NWAR 2024

While most REALTORS choose to complete CE via WRA OnDemand at your own pace, others prefer live courses and/or classroom settings removed from distractions. In 2024, NWAR will livestream WRA's live virtual CE webinars on Tue-Thu mornings starting Feb 20th. This will help those with spotty internet or who prefer a classroom setting to complete your 2023-24 CE.

NWAR will also offer video CE at the board office starting in April and next autumn. While not live, these will cover all 18 hours and may be used to make up any live CE courses you miss. Sign up for live CE below (ASAP as seating is limited) and watch for updates on our video CE schedule to come.

NWAR LIVE CE Registration: bit.ly/NWARLiveCE24



WRF Food Box Build Recap

Big THANK YOU to Wisconsin REALTORS Foundation, the fine folks at Feeding America and Lakeland Pantry, several energetic MHLT middle schoolers, and the 15+ REALTORS who collaborated on November 9th to build nearly 500 food boxes for distribution to Northwoods kids facing hunger. In addition to Lakeland Pantry, food boxes went to pantries in Antigo, Merrill and Rhinelander just in time for Thanksgiving recess. Great job all & if possible, let's make a habit of it!



More Photos: bit.ly/3Sy9RPo



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
Comparion Insurance Agency	Stevens Point	Jordan Schmidt	715-571-4605
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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Larry Potesman

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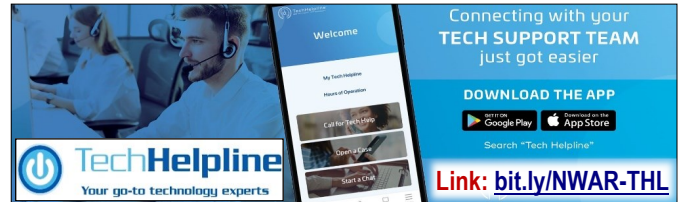
888.631.9666

sonicnet.us

103 N Railroad St,
Eagle River



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



Connecting with your
TECH SUPPORT TEAM
just got easier

DOWNLOAD THE APP
Available on the
Google Play and the
App Store
Search "Tech Helpline"

Link: bit.ly/NWAR-THL

MLS Memo



Lon Fisk - lon@northwoodsrealtors.org

Coming Dec 5th: Xposure SellerHUB.

This new feature will allow you to email your sellers special access to their listings. They get to review Trends, Stats for their listing, Showings, the Prospecting tool and Comparable properties; most tabs are controlled by the agent to show or not show. You can add custom tabs such as photos, videos, tables and text. You can include an internet URL with the Link tab, such as a link to their ShowingTime account.

Use the Showings tab for other showings or paste in feedback from ShowingTime. This allows you to update when new showings occur and add feedback you receive from any source, such as ShowingTime, SentiLock, an agent call, etc. There is even a Meet tab where the agent and seller can join a video conference. You can also upload documents for them to see, such as their latest ShowingTime seller activity report.

SellerHub Intro: bit.ly/3sRkzpN

REGISTER HERE to join a live training webinar on December 6th 12-1p CST.

MLS Tip: On December 4, SentiKey will be refreshing the look of their website.

NAR WTTL: Avoiding Vacant Land Scams

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

The November video "Know Your Fiduciary Duties" with NAR Staff Attorney Mike Rohde will refresh your knowledge of fiduciary duties and provide practical tools to ensure you're complying with ethical and legal obligations to reduce your risk of professional liability or disciplinary action.

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

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



"Changes to the WB Forms"

wra.org/LegalUpdates

WRA October Home Sales Report:

wra.org/HSROct2023



AE Corner

Matt Seegert - matt@northwoodsrealtors.org

I am thankful for the group of REALTORS who joined Lon and me at Lakeland Pantry 3 weeks ago to prepare nearly 500 food boxes for distribution to Northwoods kids facing hunger. I am also thankful to WRF, NWAR and GNMLS who combined to give a very generous \$20k to allow for this impactful act of community support.

I am likewise grateful to work alongside several hundred dedicated professionals who strive each day to put on your best face even when the headlines take aim at our industry. While you may at times feel like the fella walking behind the horse with a bucket on a stick, in the big picture you are all marshals in the perennial parade of hope known as "The American Dream". Keep smiling even if it's forced at times, and keep being dedicated and highly-ethical chaperones for your clients and customers!

I look forward to seeing the 120+ signed up for our Xmas party next week! The chef hasn't cut me off so I can probably sneak a handful more yet, but please let me know ASAP if you'd like to join us!

AE Tip: Please watch for a poll coming soon to help us gauge interest in possible live NAR Designation course(s) and/or future guest speakers - thanks!

REALTOR Anniversaries

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

30 Years:

Kim Weide - Headwaters Real Estate, Presque Isle

10 Years:

Cameron Henkel - Dane Arthur RE Agcy, Bloomington

5 Years:

Amy Cirilli - Driscoll Property Mgmt, Rhinelander

Jerry Garrou - CLC Realty, Minocqua

Ed Kane - First Weber, Minocqua

Dan Kleinhans - First Weber, 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.

MLS Update: Terminology Change

GNMLS is changing the term "Master" to "Primary" beds/baths. This will change the titling within the MLS. Outside websites such as brokerages and portals may choose their own titles to be associated with the rooms. This migration will begin at the end of November.

Up North Update

On/Off Water	Median Price		Units	
	2022	2023	2022	2023
SFH Off	160,000	177,500	1109	916
SFH On	386,400	400,000	885	733
Land Off	35,000	37,900	625	545
Land On	80,000	100,000	383	272

A recent NAR infographic listed Fond du Lac, Oshkosh-Neenah, and Green Bay among the top metro areas nationwide by YOY price gain in Q3. Apparently the secret is out that upstate Wisconsin is a great place to live which should bode well for our market.

WRA reports affordability is down -8.6% versus last October, but the state index of 127 is still better than baseline (100) affordability for a median household income. Thus despite the runup of recent years and higher rates, our market is still relatively affordable so it's fair to anticipate another brisk winter!

Lockbox Latest

GNMLS Actives (exc land/comm): 803
LB Participants Actives: 614 (76%)
Eligible Listings w/LBs: 239 (39%)

GNMLS Lockbox Resources:

bit.ly/GNMLS_LBs



FAQ of the Month

"What if my seller asked to 'refresh' a listing with a new MLS number?"

You can re-list/re-enter a property, but ONLY if you have a new listing contract.

If you signed a contract extension amendment, you may not reenter it in GNMLS for a new MLS number.

For more details, see our website FAQ page.

MLS FAQs: bit.ly/GNMLS-FAQ

"GIS Maps" Lunch & Learn - Dec 13

Join NWAR Education Chair **Ben Parsons** - aka "The Man for Land" - on Wednesday Dec 13th from 11:45a-1:00p at the NWAR Board Office for a guided tour of county GIS Mapping systems. Ben will demonstrate how to access and export GIS maps from our local counties, several of which use the same online GIS mapping software. With a 20-year career in Forestry also on his resumé, Ben is well-experienced in accessing the many layers of useful data available within most GIS systems.

Please fill out the link below to inform us of any 2023-24 L&L classes that interest you and mark your calendar accordingly. We will send you a reminder email as the date approaches to confirm your live or (when possible) virtual attendance.

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

LUNCH & LEARN

Date	Lunch & Learn Course - Venue
Dec 13	GIS Maps: Accessing & Exporting w/ Educ. Cmte Chair Ben Parsons - NWAR Office, Woodruff
Jan 10	MLS: Preparing a CMA & Finding Comps w/ MLS Coord. Lon Fisk - NWAR Office, Woodruff
Feb 14	Tourist Rooming Houses & STRs w/ Zoning Admin Dave Sadenwasser - Eagle River

REALTORS® on the Move

New GNMLS Subscribers:

Name	Office
Jamie Ausloos ¹	RADenton Realty - Crandon
Lynda Steidinger	BHHS Starck RE - Manitowoc
Amy Townsend	BHHS Starck RE* - Manitowoc

GNMLS Transfers & Releases:

Name	From	To
Terry Allen	Terry Allen Realty [^] - Suamico	
Jim Chapman	eXp Realty - Minocqua	
Neil Dominy	Pine Point Realty - Rhinelander	
Kirsten Erickson	Re/Max Property Pros - Eagle River	
Susan Fellows	Keller Williams Milwaukee - Wauwatosa	The Real Estate Edge - Hales Corners
Bonnie Gajewski	Terry Allen Realty - Suamico	
Joshua Koch	First Weber - Park Falls	
Kathleen Paramore	Lakeplace.com Vacationland - Minocqua	
Christopher Piette	Realty One Group Haven - Appleton	
Tina Werderman	Coldwell Banker Mulleady - Mani. Waters	

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



"A somebody was once a nobody who wanted to and did."

- John Burroughs

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.

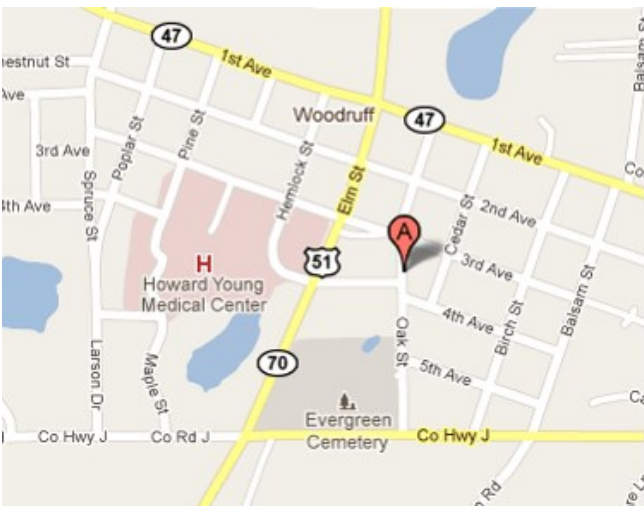
NWAR Committees, Chairpersons & Duties: <https://northwoodsrealtors.org/committees>

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 460+ 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 ~740 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

Next Board Meetings:

Thursday, December 21st
GNMLS - 8:30am
NWAR - *canceled*

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 refer a REALTOR to MVP by 11/30, you'll earn a free "The AI Apocalypse With Your Relationships" webinar (\$30 value) PLUS a chance to win a \$450 Williams Sonoma gift card from .realtor™

Earn your MVP reward at:
MVP.REALTOR

NWAR & GNMLS 2023 Christmas Party



NWAR & GNMLS REALTORS, Affiliates, Sponsors, spouses & guests are invited to join us Thursday December 7th at Holiday Acres in Rhinelander to ring in the holiday season!

In addition to REALTOR inductions, anniversaries and 2023 Distinguished Service Awards, we will have a 50/50 drawing & wish list drive for Frederick Place shelter - see [their wish list](#) & bring a donation for a chance to win one of two \$50 gas cards!



Where:

Three Coins @ Holiday Acres Resort
4060 S Shore Dr, Rhinelander

Map: <https://goo.gl/maps/GSVbZL5CZf52>



When:

Thursday December 7th
5:00pm - Cocktails
6:30pm - Dinner & Events

Cost:

\$25 per Person -
FREE for new inductees

Entrée Selection:

- Choice Top Sirloin - Seasoned & slow-roasted
- Herb-Baked Chicken - Herbs/spices w/ house-made breading
- Lemon Pepper Fish - Baked pollock w/ white wine & butter
- 3-Cheese Tortellini - Garlic, Oliv Oil, Artchk, Mush & Spinach

Meat entrees inc. parsley red potatoes, whole bean & carrot blend

*** ALL include dill bread, salad & Texas chocolate cake dessert ***

Registration Form: Return with payment by Fri 11/24 to: NWAR, PO Box 377, Woodruff WI 54568

Reservations received after 11/24 subject to approval (we have to ask chef)
No refunds after 11/24 - ask a friend to take yours to-go or pickup @ NWAR the day after

Name(s):	Sirloin	Chicken	Fish	Tortellini	Inductee?	
Totals (\$25ea exc. Inductees):						TOTAL ENCLOSED:

Appetizer Sponsorships \$150 -
email matt@northwoodsrealtors.org or
call 715-356-3400 for info

Operated by NATH, Frederick Place is a 16-bed emergency temporary shelter for families, women and men who are experiencing homelessness.

nathnorthwoods.com

