



# The Realty Review

Volume 10, Issue 10



October 2020

Northwoods Association of REALTORS® & Greater Northwoods MLS®

## President's Message

### Andrea Krueger, NWAR

Hello Fellow REALTORS!

I am so excited to serve as your Association President in the upcoming year. As our profession changes every day I am proud to grab the reigns of President, and thank you folks for the trust you have shown to allow me to lead the association. Please join me in thanking Jon Long for his leadership through what has been a very challenging but fortunately lucrative year for REALTORS.

For those of you that don't know me, I am entering my 33rd year in real estate sales. I have been the Broker/Owner of the two Century 21 Best Way Realty Offices since 1998 and 1999. My offices are located in Merrill and Tomahawk. I have 5 adult children, 5 beautiful grandkids, and 2 adorable standard poodles. I have held office on this board in prior years, also in the former Lincoln County Board of REALTORS, I always enjoy being involved, and staying on top of our ever changing industry.

As fall is here and maybe we can catch our breath, it is time to complete any final CE



classes and renew your license before it expires on 12/14. This can be completed [online through WRA](#) or you can take [video classes at the NWAR Board office](#) that are ongoing through early December.

When renewing your NWAR Member dues, I encourage you to include the optional \$50 RPAC investment for 2021. The deadline to renew is 11/30 and those who give \$50 or more to RPAC will have a chance to win one of two \$50 gift cards at popular Rhinelander restaurants CT's Deli or Rhinelander Cafe.

Don't forget to vote on November 3rd to ensure REALTORS have a strong say in electing leaders who are committed to property rights and the real estate industry. Remember if you don't vote, you can't complain!

Happy Halloween and thank you again for entrusting me with the privilege of leading our association over the year ahead!

Andrea Krueger  
2020-21 NWAR President

### The Buzz:

- **Interface & Express Sunsetting Jan 1st - Learn Xposure ASAP!**
- **Complete CE & Renew License by Dec 14: [bit.ly/2020CEInfo](http://bit.ly/2020CEInfo)**
- **FIRPTA Rules Refresher & Flowchart**

### Affiliate Spotlight

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

Serving All of Northern Wisconsin



EXCEPTIONAL INSPECTIONS GUARANTEED!



- Septic & Well Inspections
- Mold Testing
- Radon Testing

Tom Ruemenapp  
Certified Master Inspector

**800.531.0233**

## Coming (Back) Soon: Tech HelpLine

In 2017, WRA began offering Tech HelpLine as a service to all WRA Members, which ended the contract NWAR had ongoing for years with THL. In mid September, we received notice from WRA that they would discontinue Tech HelpLine service on October 1st. We have heard from several Members this month asking what happened to THL, so this was discussed at our October board meeting. The NWAR Board approved reinstating our THL service for all NWAR Members (REALTORS and Affiliates) starting up ASAP. If all goes as planned, NWAR Members should be able to use THL again starting November 10th!

Tech HelpLine can help you resolve a [variety of tech issues](#) involving any common PC/mobile operating systems, hardware and peripherals, web browsers and popular software (eg: MS Office & Quickbooks), antivirus and firewall apps, virtual meeting software like Zoom, social media sites and even advice on which laptop or smartphone to buy. They can also connect remotely to your PC to fix problems for you! Watch for an announcement soon once we restart this valuable service with info on how you can reach Tech HelpLine to resolve your tech issues!



### Inside This Issue:

GNMLS President's Message	2
Affiliates & Sponsors	3
MLS Memo & AE Corner	3
Membership Notes & Stats	4
REALTORS on the Move	4
About NWAR/GNMLS	5

## President's Message

### Jerry Burkett, GNMLS

They say the bad penny always returns! This shall be my fourth opportunity as president of the GNMLS; and it's an honor to serve.

I started my real estate career in a tavern tending bar. My best friend Rick Maney informed me that we needed a better career and suggested real estate. To him I will be eternally grateful. I have been licensed since 1984 and love what I do.

Thank you Jackie Leonhard for serving your year with honor and diligence. It was truly a pleasure working with you. Nice job!



We are experiencing a wonderful and frustrating year; truly a Seller's market for once with a limited supply of inventory. I feel rates will remain low and that our area is a "safe haven" for those wishing to escape from the hectic and sometimes overwhelming life in a metropolis. Our secondary home

owners are moving here full time and with the virus many companies are realizing that labor can work from home. And from anywhere ....

I will leave you with this: there is a dark side to our business if you allow it in. Never take advantage of a Seller and profit from it. Treat all other agents like you want to be treated. Like the movie Star Wars: stay away from the dark side. Serve with honor and dedication. All you have is your reputation.

God Bless.

Jerry

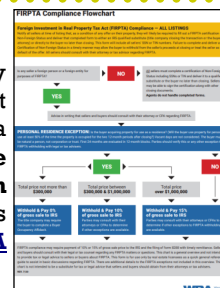
## Interface Sunsetting Jan 1 - Learn Xposure ASAP!

Interface Desktop and Express have been our MLS platform for many, mostly-good years. We are fortunate that RealtyServer has continued supporting the desktop app for this long since most MLS software providers went cloud-only years ago. Regrettably but understandably, the desktop app era ends for GNMLS on January 1st 2021, at which time the Xposure website will be the *only* MLS software. Cloud applications that run in your internet browser of choice (Chrome, Firefox, Safari, etc) are the "new normal" not just for MLS software, but for things ranging from banking to shopping to gaming to movies and even live TV, and of course Zoom and FaceTime. This is because it is much easier to develop/support/upgrade systems and keep data secure when running on in-house servers where users interact through a browser, since most browsers conform to a set of specific standards. Supporting desktop apps is much more difficult due to the variety of operating systems (Win 7/8/10, Mac, iOS, Android, etc), antiviruses and system updates that can "break" other apps for oddball reasons, and since troubleshooting a computer 1000 miles away is much harder than fixing the system you built that's right in front of you (even if it's a big server rack in a data warehouse). The downside to cloud apps is that they depend upon a reliable internet connection with ample bandwidth to support whatever media is being uploaded or downloaded. We know many in the Northwoods do not have *true* broadband (cable/fiber) to the home, and NWAR has pushed for more broadband in our region during contacts with legislators, by joining the "[Connect Americans Now](#)" [Coalition](#), and supporting local initiatives like the Boulder Jct fiber project rolling out soon. Big tech companies [SpaceX](#), [Facebook](#) and [Amazon](#) either already are or will soon launch low-orbit satellites that promise to deliver true broadband to even the most remote locations, so hopefully the rural broadband gap will finally be closed before much longer. Please use these final two months to get fully acquainted with Xposure using the tutorials and help in the system, and consider signing up for a MLS Basics class and/or our November Lunch & Learn (see p4). Now is also the time to take steps to ensure you have as reliable internet access as possible from wherever you work often, since you will need it for Xposure. While most of the data in the MLS is plain text, viewing and uploading photos and videos uses more bandwidth. One good idea is to have two providers, for example a DSL landline plus a cellular data plan with the ability to use your smartphone as a WiFi hotspot. This way you have two possible avenues to access the internet should one or the other be offline or overburdened and thus running slowly. We understand this will be a problem for some, but unfortunately it is hard to motivate ISPs to install broadband widely in our low-density region. If your town is considering a broadband project and needs a letter of support for the project, please let us know!



## FIRPTA Rules Refresher

We wanted to make sure everyone is clear about the new FIRPTA compliance rules requiring sellers to verify whether they are a foreign person or entity. For the majority of sellers who are NOT foreign, they ALL must complete a certification of non-foreign status including SSN/TIN and deliver it either to the buyer or a qualified substitute (title company or attorney) by the closing date. **Completed forms should not be handled by agents**, but you can obtain the form in zipForms under "Seller Certification of Non-Foreign Status" and provide it to sellers to complete and forward to the appropriate party to help keep things moving along toward a successful and timely closing. Read more at [www.wra.org/WREM/Aug20/FIRPTA](http://www.wra.org/WREM/Aug20/FIRPTA) and/or download a helpful WRA FIRPTA Flowchart at: [bit.ly/FIRPTA\\_Flwcht](http://bit.ly/FIRPTA_Flwcht)



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 Ruemenapp</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="#">CoVantage Credit Union</a>	Crandon	<a href="#">Angela Retzlaff</a>	715-478-5100
<a href="#">Gowey Abstract &amp; Title</a>	Minocqua	<a href="#">Mike Brandner</a>	715-356-3000
<a href="#">Home Warranty Inc.</a>	Rock Rapids IA	<a href="#">Jason Probst</a>	877-977-4949
<a href="#">IncredibleBank</a>	Minocqua	<a href="#">LeAnn Hayden</a>	715-358-9319
<a href="#">JP Home Inspections</a>	Rhineland	<a href="#">James Pueschner</a>	715-360-7228
<a href="#">Knight Barry Title Service</a>	Minocqua	<a href="#">Patrick Hugunin</a>	715-439-4114
<a href="#">Knight Barry Title Service</a>	Rhineland	<a href="#">Al Manc</a>	715-365-5000
<a href="#">mBank</a>	Eagle River	<a href="#">John Hietko</a>	715-477-3841
<a href="#">mBank</a>	Eagle River	<a href="#">Cathy Humbaugh</a>	715-477-3885
<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="#">Val Dreger</a>	715-479-1794
<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="#">Greg Peckels</a>	715-369-3934
<a href="#">The Cayo Group at Inlanta Mortgage</a>	Minocqua	<a href="#">Dee Cayo</a>	715-358-9700
<a href="#">Tomahawk Community Bank SSB</a>	Tomahawk	<a href="#">Shelly Cole</a>	715-453-5354
<a href="#">Tomahawk Community Bank SSB</a>	Tomahawk	<a href="#">Deb Duncan</a>	715-453-5354
<a href="#">Tomahawk Community Bank SSB</a>	Tomahawk	<a href="#">Jennifer Nerva</a>	715-453-5354
<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 Ouimette</a>	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](mailto:lon@northwoodsrealtors.org)**

Recently the MLS added the number of garage buildings to be filled in. For some examples, an attached garage = 1. A detached garage = 1. An attached carport plus a detached garage = 1. A garage must be an enclosed building designed to house cars/trucks – so not carports, garden sheds, portables, etc. You can find MLS definitions in the [Policies & Procedures](#), Appendix B.

When entering the MLS listing date for a new listing, the date to use is the day the contract becomes effective. That may not be the date on the contract term if the seller was delayed in signing it. Or the seller could pre-sign it to become effective at a future date. Once the contract is in force, you need to enter it into the MLS within 5 business days. But remember that if any marketing is done, such as a sign, social media, website, or contacting your email list or an outside agent, then it must be entered by the end of the next business day.

**MLS Tip:** If you have multiple lots for sale on a road use the Unit field to specify Lot 1, Lot 2, etc. Otherwise websites may only show 1 and consider the others duplicates.



**2020 REALTORS® Conference & Expo**  
**All Virtual November 2-18, 2020**  
[www.conference.realtor](http://www.conference.realtor)

### Guest speakers include:

- Real estate industry legend **Brian Buffini**
- Award-winning actor/producer **Anthony Mackie**
- Acclaimed singer/songwriter **John Legend**
- Best-selling author **Glenn Doyle**



Episode 11 of WRA's "Capitol Insights" podcast is **"The WRA Crystal Ball: What the November Elections Mean for Wisconsin REALTORS"** where Tom, Cori and Joe at WRA discuss how the election outcome may influence legislation in the years ahead. Watch this insightful discussion at:

[www.wra.org/capitolinsights](http://www.wra.org/capitolinsights)



## AE Corner

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

Our **Strategic Planning Committee** meets on November 2nd. Please let NWAR President-Elect **Pete Rondello** or me know if you have any ideas to share with the committee on things NWAR could be doing to better serve Members. That could include new programs or policies, classes or initiatives that you think would enhance the REALTOR brand, boost professionalism, or otherwise help to ensure NWAR and GNMLS remain in a position to serve your needs over the next five years. We promise to listen!

Every year, dozens of NWAR Members head out to participate in **REALTOR Ring Day** to raise money for local chapters of the Salvation Army. REALTOR Ring Day this year is **Friday December 4th**, and we will be coordinating soon with the Salvation Army and Members to ring bells again in a year they most certainly could use our support. NWAR will again be offering all Member volunteers free REALTOR-branded swag if you promise to send us a photo so we can pat you on the back for giving your valuable time supporting your community. Watch for more info coming soon.

**AE Tip:** As COVID cases are unfortunately rising again, you may want to review WRA's property showing guidelines at:

[www.wra.org/coronavirus/showingguidelines](http://www.wra.org/coronavirus/showingguidelines)



## REALTOR Anniversaries

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

### 20 Years:

**Richelle Kruse** - Eliason Realty of the North, St. Germn

### 15 Years:

**Shelly Ramesh** - C21 Burkett & Assoc., Land O 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.

## Lunch & Learn - MLS Xposure

If the news on page 2 about Interface & Express being retired has you concerned, keep in mind that Lon teaches [MLS Basics Training](#) to new REALTORS on the second Monday each month from 1-5pm and existing REALTORS are always welcome to attend.

We also happen to have a [MLS Xposure Lunch & Learn](#) on **Wednesday 11/11** from **11:45a-1:00p** where **Lon Fisk** will be joined by NWAR Director **Ashlei Smith** to walk you through creating CMAs, setting up your agent Xposure page and going over various reports within Xposure - including all the Interface reports you are accustomed to and more! If you have been holding out on using Xposure as much as possible, consider attending either or both to help you get up to speed before it becomes our *only* MLS system on Jan 1st!

View our 2020-21 Lunch & Learn season schedule at right and if you are interested in attending ANY of them, please complete our Lunch & Learn interest poll at the link below and save the date for any that interest you. We will email you a reminder the week prior to any classes that interest you to confirm your attendance. Lunch & Learn classes run from 11:45am-1:00pm on the 2nd Wednesday from October thru May.

**Lunch & Learn Interest Poll:** [bit.ly/NWAR-LNL](http://bit.ly/NWAR-LNL)

## YTD Sales Update

On/Off Water	Median Price		Units	
	2019	2020	2019	2020
SFH Off	125,000	130,000	824	975
SFH On	240,000	270,000	828	1005
Land Off	24,500	28,000	329	437
Land On	63,000	70,000	227	373

Year-over-year medians are up 4% and 12% for on vs off water homes and 14% vs 11% for vacant land. SFH volumes are up ~18% for off-water and 21% for on-water, and land is up 33% and 64% respectively. We still have ~850 active homes and over 1800 lots for sale, but just about everything is selling as fast as flapjacks at Paul Bunyan's!

Make sure to ask everyone you meet if they're thinking of selling since we need more inventory! Keep in mind as well that standing on the mountaintop means it's all downhill from here - now's the time to top off your piggy banks!

More stats at: [bit.ly/NWAR-Stats](http://bit.ly/NWAR-Stats)

## Lockbox Leaders



% Active Listings w/LBs	
4 Star Realty	100%
Century 21 Ace Realty	100%
Esckridge Real Estate	100%
Miller & Associates Realty	83%
Lakeplace.com / Vacationland	77%
Northwoods Community Realty	77%
Schmidt-Haus Realty	75%
Wolf River Realty	72%
Jim Tait Real Estate	67%
Key Insight	67%

Active Listings (exc land/comm): 1568  
LB Participants Active List: 1386 (88%)  
Eligible Listings w/LBs: 637 (46%)

View **SentriLock** lockbox training guides, tip sheets and more at: [bit.ly/NWAR-LBS](http://bit.ly/NWAR-LBS)

Date	Lunch & Learn Course Name - Location
Nov. 11	Xposure CMAs, Agent Sites & Reports - Virtual
Dec. 9	NONE - Happy Holidays!
Jan 13	Short-Term Rentals - Virtual
Feb 10	Lead Generation & Social Media - TBD
Mar 10	County GIS Mapping Systems - TBD
Apr 14	Showings 101 - TBD
May 12	Home Inspections - TBD

## REALTORS® on the Move:

### New GNMLS Subscribers:

Name	Office
Kathy Altman	Coldwell Banker Action - Schofield
Scott Behrendt	@properties* - Lake Geneva
Kristy DeChamps	Integrity Appraisal, LLC* - Menasha
Carmen Hoyt <sup>1</sup>	Homeland Realty - Crandon
Mike Husnick	Re/Max Excel - Schofield
Colleen Monaghan <sup>1</sup>	Zillow Inc* - Seattle WA
Donald Shea	@properties* - Lake Geneva
Curtis Stark	Keller Williams - Green Bay
Kristy Werner	Exit Midstate Realty - Weston

### Transfers & Releases:

Name	From	To
Kathy Fohrman	Keller Williams - Green Bay	
Ravyn Schmidt	Redefined Realty Advisors, LLC - Medford	
Mark Seils	Integrity Realtors, LLC - Antigo	

<sup>1</sup> = New NWAR Member  
\* = New GNMLS Office  
^ = Closed MLS Office



"The smallest deed is better than the greatest intention."  
- John Burroughs

## Board of Directors 2020-21

(Area code 715 unless otherwise noted)

### Northwoods Association of REALTORS®

#### Officers (Term<sup>^</sup>):

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):

Tom Bird	(1-2)	356-9521
Kim Brixius	(1-2)	453-1188
Ryan Hanson	(1-1)	358-5263
Andy Harris	(2-2)	543-8900
Erik Johnson	(1-2)	892-1234
Ed Raasch	(2-1)	224-3800
Cassi Rupnow	(1-1)	356-4457
Ashlei Smith	(1-2)	966-9280

### Greater Northwoods MLS®

#### Officers (Term<sup>^</sup>):

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
Julie Winter-Paez	(2-1)	480-4333
(Vacant)		

<sup>^</sup> 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

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

#### Next Board Meetings:

Thursday, November 19th

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 claim your free .realtor web domain by 10/31, you will receive **2021 Technology Trends Webinar** (\$30 value) plus a chance to win 1 of 5 free GSuite packages.

**Claim your MVP reward at:**

[MVP.REALTOR.ORG](http://MVP.REALTOR.ORG)

## 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](mailto:Staff@NorthwoodsRealtors.org)

Our office hours are 8am-5pm Monday through Friday

**Board Office Location:** [bit.ly/NWAR-Map](http://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](http://NorthwoodsREALTORS.org)

**Member FB Group:** [Facebook.com/Groups/NorthwoodsREALTORS](https://Facebook.com/Groups/NorthwoodsREALTORS)



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



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



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



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