



The Realty Review

Volume 11, Issue 10
HALLOWEEN
October 2021

Northwoods Association of REALTORS® & Greater Northwoods MLS®

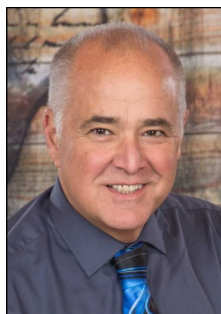
President's Message

Pete Rondello, NWAR

Greetings, friends! My first newsletter. I'm grateful for your trust and confidence as I begin a year as your President. My thanks to Andrea and those generous leaders who've served before in the almost 70 years of this organization. We're strong, relevant, and we belong to YOU.

In a few short days, we will take a moment to pause and give THANKS for our life, and the people in our lives. Some of those people are your customers and clients. Others are the colleagues that make our careers meaningful and so worthwhile. I'm thinking of agents, brokers, and yes – the people at the title company who bust their brains each day for us. The lenders who find the money, the appraisers who find the value, and the inspectors who find the defects. Matt and Lon who keep their hand on the tiller and run our MLS and association so capably and smoothly.

Yes, there is much to be thankful for. And many people! Take a moment to show gratitude with a smile, a word of thanks, and my favorite: a hand-written note or



card that you have actually mailed to them.

It was my honor to represent you at the Wisconsin Realtors Association annual convention, held in Milwaukee earlier this month. How fantastic to be "live and in person" with so many of our Realtor cohorts

from all over the state. I think we took these gatherings for granted, until we didn't have them anymore. Your new 2022 WRA President, Brad Lois, strikes me as a kind, empathetic professional with lots of energy and positive ideas. It was good to meet him, Mike Theo, and other key Wisconsin Realtors at the Wisconsin Center. It's always a great idea to stay involved and learn new ideas. What will YOU do this next month? How about attending Marguerite Crespillo's program / luncheon on 11/4?

Do your best work, be kind and respectful, and we will see you down the road! (And, at the NWAR Christmas Party.) Peace.

Pete

The Buzz:

- ***LAST CALL* - LIVE Guest Speaker Seminar & Lunch 11/4**
- **"Retirement Investing & Wealth Preservation" L&L - Wed 11/10**
- **Salvation Army REALTOR Ring Day - Fri 12/3**

Affiliate Spotlight



WHY CHOOSE AMERISPEC?

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Brad Francis, ASHI Inspector
Ph: (715) 493-0185
Rhineland
AmeriSpec.com

Christmas Party - Rhineland 12/9

Don't let the mild autumn fool you - winter and Christmas are not far off! Head down to **Holiday Acres in Rhineland** on **Thursday December 9th** to join us in good tidings as we celebrate another record-breaking year for Northwoods real estate. New NWAR President Pete Rondello has the jolly good honor of counting our blessings, inducting new REALTORS and announcing our 2021 NWAR Distinguished Service Award winners whose presence we are secretly plotting to ensure.

The cost to attend is \$35 for which you will enjoy a choice of filet mignon, chicken pesto, broiled walleye or three-cheese tortellini. Each includes salad, rolls and veggies PLUS a dessert of Texas chocolate cake! Make sure to check if you still have a [NWAR Timely Renewal Credit](#) since this is your FINAL chance to redeem it for a free meal on NWAR!

See page 7 for the registration form and **PLEASE REGISTER BY 11/26** since we need to give them extra lead time given ongoing supply chain delays. We hope to see you there!



Inside This Issue:

GNMLS President's Message	2
Affiliates & Sponsors	3
MLS Memo & AE Corner	3
Member Recognition & Moves	4
Monthly MLS & Lockbox Stats	4
About NWAR/GNMLS	5
Energy Savings Popup Shop	6
Xmas Party Registration	7

President's Message

Ed Choinski, GNMLS



I want to start off by thanking Jerry Burkett for serving as your MLS president for the fourth time. When he left, he was overheard saying this will be his last time. If I were a betting man, I would flip a coin to see what happens. I am happy and honored to serve as your MLS president.

Some of you may be happier when my term is up. I tend to be pretty passionate about things and sometimes, I really should take a few minutes to think about things before my mouth opens up. We once had a president who said America first. I totally agree with that statement and promise all of you: our Northwoods MLS Board will be first, second, third, and so on with every decision that will have to be made in the next 12 months. There are other organizations who forget they work for

us and there are things I am hoping to get straightened out. One of the first things I ask all of you is to remember this is *our* MLS. I want all of you to be proud and to get along. If you see another firm's sign all twisted up or swaying in the wind, fix it, or at the very least call the listing agent so they can attend to it. It is a reflection on all of us.

We have seen an uptick in people trying to get around the rules; please stop. I have no intentions of having anyone fined but we all need to play by the

same rules. When I started in this business over 15 years ago, I was told it was all cut throat and no one would help you. I have found this statement to be false, there are too many agents to mention who have helped me in so many ways and I am truly thankful to all of you.

Lastly, I am hoping to get more participation from our members with regard to our outings, more people stepping up to volunteer. It all started for me by attending the board meetings from the cheap seats. You have no idea how much you can learn by watching your board members interact. Remember, all you have is your reputation.

May God Bless you all.

Ed

LAST CALL - 11/4 Speaker Seminar & Luncheon

LAST CALL for our special **"From Burned Out to Bad*ss" LIVE Seminar** in Rhinelander on Thursday November 4th with success trainer **Marguerite Crespillo**. Marguerite has been a REALTOR for over 25 years and in 2012, WSJ and RealTrends ranked her in the top 10 in California and top 75 nationwide. She has been a featured speaker at state REALTOR conventions and several large firms.

Marguerite will join us on **Thursday 11/4 (9a-noon) at Cabaret Cove in Rhinelander** to discuss how to jump start and revitalize your business to give you time and freedom to enjoy your life and avoid burnout. Attendees will learn simple systems that are fun and profitable to help you fall in love with real estate again. This event is **FREE for NWAR Members** (\$20 for others) and **includes a sandwich buffet** afterwards. Coffee will be provided by NWAR Sponsor **John Kizorek of Kizorek Photography**.

REGISTER BY 10/28 AT: bit.ly/NWAR-GS2021



Dues Renewals - Win an iPad!

2022 NWAR Member renewal statements were mailed out in mid-September with a due date of 11/30. Contact Matt if you need a copy of your statement, and please renew by check or online at NAR.REALTOR by clicking "Pay Dues" at top right.

Members who include a \$50 or more RPAC investment with their dues payment, received by 11/30, will earn entry into a contest in early December to **win an 8th Gen iPad 32GB WiFi + Cellular**. We'll send you an email on 12/7 with details to enter the contest online by 12/11 - thanks and good luck!



Professional Standards Changes & 2-Day Training Webinar - 10/29 & 11/1

Our September newsletter mentioned NWAR's new partnership as of October 1st with RANWW in Eau Claire to have them administer our incoming Professional Standards cases for the year ahead. RANWW has a large and active PS volunteer group, and they already administer PS for several other boards. Having them handle our PS cases will spare NWAR Members the awkwardness of judging peers you make work with soon thereafter. Because they handle several cases each month, RANWW has the right resources in place to ensure that disputes are resolved swiftly.

Please note that in addition to this change, arbitration deposits (refunded to prevailing party) are now \$500, fines for ethics violations included in the NWAR Citation Policy now start at \$250 for the first offense, and ethics respondents found at fault will be assessed a \$500 processing fee in addition to possible fines. The NWAR Board retains authority to ratify all hearing findings and hear any appeals. Please review these changes in the [NWAR Association Policy](#) and [NWAR Citation Policy](#) manuals that are available on the NWAR [Agendas & Minutes page](#) (password shown in monthly NWAR Board meeting emails).

While this means lower reliance on NWAR volunteers for PS cases, we still need some since RANWW may ask for NWAR panelists in cases involving members of different boards. We encourage Members to stay on top of the Code of Ethics, procuring case and more by attending a **FREE 2-day PS Webinar on 10/29 & 11/1 (8:30-noon each) - REGISTER ASAP AT: bit.ly/NWAR-PST21**



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 Mancl	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*

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loanDepot.com
Personalized mortgage loans on-
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* These are non-member paid advertisements
not specifically endorsed or promoted by NWAR

MLS Memo



Lon Fisk - lon@northwoodsrealtors.org

Please remember to review the GNMLS [Policies](#) and [Rules](#). For an abbreviated list of common issues, see [GNMLS Quick Rules](#). NAR now mandates that MLS rules be enforced which can mean citations and fines for offenders. Fines are cumulative by firm so if you are a managing broker, please be sure all of your agents know and follow MLS rules. While we do not intend to unduly burden anyone, we are compelled to enforce the rules that guide activities and information in our MLS.

- DO include complete, accurate and up-to-date information.
- DO follow the REALTOR Code of Ethics.
- DON'T advertise yourself or others in the MLS.
- DON'T advertise listings on social media or elsewhere without a listing contract or LO permission.
- DON'T misrepresent facts.

MLS Tip: Check out the new Client Match feature under the Actions option when viewing a listing.



REGISTER TO
RING

REALTOR Ring Day for Salvation Army is just over a month away on **Friday 12/3**. Whether you ring a bell then or any other time this holiday season, you can earn a free gift from NWAR if you send us an action photo to share on our Facebook page to salute your service to your community! Visit the link below for details on how to register with Salvation Army & choose a free gift - THANK YOU!

RR DAY SIGNUP: bit.ly/RRD-NWAR



"HOAs: What You Need to Know"
w/ Rep. Rob Brooks
bit.ly/WRA_CI



Learn more about WB
form changes effective
October 1st at:
bit.ly/3vzl9gq



"More Broadband Coming to Wisconsin"
Legislative Update:
bit.ly/WRA_LU



AE Corner

Matt Seegert - matt@northwoodsrealtors.org

Our sympathies go out to our friends at WRA upon learning that VP of Business Service Kristi Mikalsen lost her mother [Judy Onopa](#) just two days before President & CEO Mike Theo lost his father [Mike Theo Sr.](#) We wish Kristi, Mike, their families and the fine team at WRA comfort in this sorrowful time.

We have been working with WRA to lobby state legislators regarding two issues that can cause REALTORS major headaches: unmarked leased LP tanks & water treatment systems, and right-of-first-refusal docs that can derail a potential sale and at times lead to fair housing concerns. To help strengthen our argument, we hope to gather stories from REALTORS who "learned the hard way". Please email me any horror stories you're willing to share so we can hopefully get WRA's help in resolving these predicaments.

Happy Halloween and we hope to see you at our BIG speaker event on 11/4!

AE Tip: Read a recent letter to Congress from Connect Americans Now coalition promoting rural broadband that NWAR co-signed at: bit.ly/3bfAuli

REALTOR Anniversaries

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

25 Years:

Mark Wagner - Hilgart Realty, Park Falls

20 Years:

Becky Prigge - Re/Max Property Pros, Eagle River

5 Years:

Drea Myszka - Re/Max Property Pros, Eagle River

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.

Brad Thacker Passing

We received lamentable news recently that REALTOR William "Brad" Thacker passed away Sunday October 17th at age 62.

Brad began his REALTOR career in 2006 and has worked for The Real Estate Brokers in Hazelhurst since 2011. He was an avid fisherman and green thumb who loved storytelling with his many friends and family.

A celebration of Brad's life will be held Saturday October 30th at Schilling Funeral Home in Sterling IL. View service details and share your fond memories of Brad at: bit.ly/3vFR1Za
Rest in peace, Brad.



YTD Sales Update

On/Off Water	Median Price		Units	
	2020	2021	2020	2021
SFH Off	130,000	136,900	984	1082
SFH On	270,000	320,000	1014	988
Land Off	28,000	31,000	443	669
Land On	70,000	75,000	377	610

Our first miss in 2021 is for on-water SFH volume which, due to the inventory crunch, has fallen just off the pace of a year ago. The median price increase of 18.5% for on-water SFH leads the pack however, and all others remain ahead of last year with 5-11% median gains. Off-water SFH volume is still up 10% on the year, and land continues to lead the pace with 51% & 62% higher volume off & on water. Builders needed!

Click the stats link below to view updated quarterly trend charts that indicate a slowing pace on soaring medians for SFHs and a soaring pace on stronger medians for land.

More stats at: bit.ly/NWAR-Stats

 **TechHelpline**
Your go-to technology experts
FREE NWAR Member Benefit!
Learn more: bit.ly/THL-NWAR

Lockbox Leaders



% Active Listings w/LBs	
4 Star Realty	100%
Century 21 Ace Realty	100%
Esckridge Realty	100%
Jim Tait Real Estate	100%
White Pine Realty	100%
Key Insight	75%
Northwoods Community Realty	68%
Lake Country Realty	67%
Woodland Lakes Realty	64%
Bolen Realty	63%

Active Listings (exc land/comm): 1147
LB Participants Active List: 930 (86%)
Eligible Listings w/LBs: 403 (40%)

More LB Resources: bit.ly/GNMLS-LBS

Lunch & Learn: Retirement Investing & Wealth Preservation

Join us at the NWAR Board office (seating limited - we'll confirm) or online Wednesday November 10th from 11:45a-1:00p for advice on getting your financial house in order as you look toward retirement - be it soon or decades from now. NWAR Affiliate **Charlie Ouimette** of Wisconsin Benefit Planning will provide money-making and wealth-protecting advice to REALTORS who are likely paying close attention to your account balances of late - whether because of our booming real estate market or simply because you want to at least keep ahead of soaring inflation numbers.

Please fill out the link below to let us know of any upcoming L&L classes that interest you and mark your calendar accordingly, and we will email a reminder as the date approaches to confirm if you still plan to attend.

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

LUNCH & LEARN

Date	Lunch & Learn Course - Venue
Nov 10	Retirement Investing & Wealth Preservation w/ Charlie Ouimette - NWAR Office & Webinar
Dec 8	Home Inspector's Perspective on "Defects" w/ Michael Weidman - NWAR Office & Webinar
Jan 12	Foreclosures & Short Sales w/ Jen Vozka - NWAR Office & Webinar
Feb 9	VA, FHA & USDA Loans w/ Dee Cayo - Venue TBD

REALTORS® on the Move:

New GNMLS Subscribers:

Name	Office
Cassidy Brost	SCS Real Estate - Mosinee
Tracy Cooper	Coldwell Banker Action - Schofield
Nicole DeGross	Coldwell Banker Action - Schofield
Noel Fitzgerald ¹	First Weber - Eagle River
Joy Kohegyi ¹	EXP Realty - Minocqua
Scott Moline	Re/Max Property Pros - Eagle River
Tony Pardee	Pardee Appraisal Services* - Peshtigo
Matt Schultz ¹	Birchland Realty - Park Falls

Transfers & Releases:

Name	From	To
Reilly Brigham	CR Realty - Antigo	Homeland Realty - Crandon
Jeff Marchant	Re/Max Action North - Mercer	
David Meyer	EXP Realty - Minocqua	Century 21 Burkett - Eagle River
Greg Yoder	Re/Max Property Pros - Eagle River	

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



*"I'll stop wearing black when they make a darker color."
- Wednesday Addams*

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	547-3033
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, November 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 purchase NAR's ePRO certification course for 20% off through CRD, you will earn a free [CRD Toolkit Bundle](#) (\$20 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

DECREASE ENERGY BILLS AND INCREASE COMFORT

Oct. 25th - Nov. 8th

Northwoods Realtors has partnered with FOCUS ON ENERGY® to offer its customers exclusive discounts on energy efficient ENERGY STAR® products such as LED light-bulbs, efficient showerheads, water aerators and more. All orders shipped to your home for free. More product is available online; call or visit the site to order.

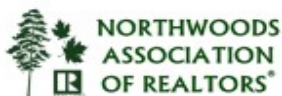
Water Saving Kit \$10



LED Starter Kit \$10



800.762.7077
[techniartpopup.com/
focusonenergy_nwar](http://techniartpopup.com/focusonenergy_nwar)



LINK: techniartpopup.com/focusonenergy_nwar

NWAR & GNMLS

2021 CHRISTMAS PARTY



Bridle up your reindeer and sleigh down to Holiday Acres in Rhinelander on Thursday December 9th to join us in celebrating our many blessings this holiday season!

Events include REALTOR induction, service anniversaries, Distinguished Service Award recognition and a 50/50 drawing for Frederick Place shelter. Bring item(s) from their wishlist at bit.ly/3pKdnY0 for a chance to win one of two \$50 gas cards!



Win a \$50 gas card!

Where: Three Coins Restaurant @ Holiday Acres Resort

4060 S Shore Dr, Rhinelander

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

When: Thursday December 9th
5:00pm - Cocktails
6:30pm - Dinner & Events

Cost: \$35 - FREE for inductees & anyone redeeming NWAR Timely Renewal Crdt - see list at: bit.ly/30Y1wMa



Entrées (w/ house salad, rolls, coffee/milk):

- Filet Mignon 6oz w/ horserdsh mashed taters, grn bean/carrot
- Chicken Pesto Pasta w/ broccoli, sundried tomatoes & feta
- Broiled Walleye w/ rice & green bean / carrot blend
- 3-Cheese Tortellini (V) w/ marinara, olive oil & parmesan

**** PLUS TEXAS CHOCOLATE CAKE DESSERT ****

Registration Form: Return with payment **BY 11/28** to: NWAR, PO Box 377, Woodruff WI 54568

Note: Reservations received after 11/28 subject to approval by NWAR (must clear with chef)

ALL GUESTS ATTEND AT OWN RISK - Please stay home if unwell - we'll issue refund

Name(s):	Filet	Chicken	Walleye	Tortellini	Inductee?	Renewal Crdt?	
Subtotal (\$35ea exc. Induc/RC):							TOTAL ENCLOSED:

Appetizer Sponsorships \$100 -

Call 715-356-3400 or email

matt@northwoodsrealtors.org 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/frederick_place

