

# The Realty Review



Northwoods Association of REALTORS® & Greater Northwoods MLS®

### **President's Message**

#### Ed Raasch. NWAR

Happy Fall to all of my fellow Realtors and colleagues! Please permit me to introduce myself: My name is Ed Raasch and I am your 2023-24 NWAR President. I first became licensed in 1997 and obtained my Broker's license in 1998. I spent my first 19 years at Town & Country Realty in Tomahawk before my wife Chris

and I opened Woodland Lakes Realty in 2015. I served 2 terms as a Director before being nominated for President-Elect. My goal in leading our board is to make sure our association remains strong financially with a solid, progressive commitment to serving our membership. I'm always open to any suggestions, so please feel free to contact me with any thoughts or concerns. I would like to thank the membership for the trust you have put in me to steer our ship.

I would also like to offer my sincere gratitude to Past President Andy Harris for his years of service to our board and to our country as an Air Force veteran, to Pete Rondello who preceded Andy with a strong turn at the wheel, to Jon Long who served several different positions on the board and stepped up when the Treasurer position needed to be filled, and to outgoing Director Paul Ross - all of whom were valuable contributors to the overall well-being of our association.



I welcome and congratulate our new President-Elect Tom Bird and incoming NWAR Directors Judy Barr, Cala Neu, Chris Raasch, and Kim Brixius for stepping up to serve as NWAR Treasurer, plus our dutiful returning Directors and Committee Chairs.

As you likely just heard, NAR just lost a jury trial in the Missouri

case of *Burnett v. NAR et al* to the tune of \$5.36 billion dollars due to antitrust issues related to MLS compensation offerings and other items. While appeals are pending and it may take years to fully resolve, it is a landmark case that we should all watch closely as it goes to the core of how we do business. Please **read NAR's response** to the ruling; we will keep you updated.

We have many opportunities soon to meet up and have your voice heard, learn something new, and/or serve your community at a time when we could use some good karma. Feel free to attend our board meetings, our 11/8 "Zen Real Estate" Speaker Luncheon with Clint Pardoe, our 11/9 WRF Food Build to help local kids facing hunger, and/or Salvation Army "Realtor Ring Day"! I also hope you can join us for a merry evening in Rhinelander at our annual Christmas Party!

#### The Buzz:

- Nov 8: "Zen Real Estate" Guest
   Speaker Luncheon Rhinelander
- Nov 9: WRF Food Build -Volunteer to Help Feed Local Kids
- Dec 1: REALTOR Ring Day Earn a Free Gift from NWAR!

#### Alliliate Spotlight



We are one of the oldest and most respected title agencies in the Northwoods. With over 50 years in the title industry, our staff is very experienced, professional and strives to offer the best customer service and product in this industry.

#### The Associated Advantage:

- Licensed in Wisconsin & Michigan
- 4 Title Examiners, multiple WI & MI Underwriters, full-time Closing Dept.
- Daily document recording at courthouse & In-house Title Plant

Roy D'Antonio, President Brancy Rowe, Manager 205 Harrison St, Ironwood Ph: (906) 932-6340

AssocTitle.net

#### Annual Christmas Party - Rhinelander Dec 7th

Snowflakes just arrived to herald a new holiday season. Save the date of Thursday 12/7 to attend our annual NWAR/GNMLS Christmas Party at Holiday Acres in Rhinelander. Enjoy a meal of top sirloin, lemon pepper baked pollock, herb baked chicken or 3-cheese tortellini with salad, sides and Texas chocolate cake - all at a throwback price of \$25!

Newly-installed 2023-24 NWAR President Ed Raasch has the privilege of inducting new REALTORS, recognizing service anniversaries and announcing our 2023 Distinguished Service Awards. RPAC Chair Cheryl Eskridge will present a sweet "thank you" to our 2023 RPAC Champions,

and we will conclude with a 50/50 drawing to help our friends at Frederick Place shelter. As is tradition, we will also have a prize drawing for anyone who brings an item from the Frederick Place wishlist at: **nathnorthwoods.com** (scroll down - on right side of page).

Doors open at 5:00p for appetizers & cocktails with dinner to follow at 6:30p. Please **contact Matt** to sponsor an appetizer (\$150).

NWAR/GNMLS Xmas Party Details - \*Register by 11/24\*: bit.ly/NWARXmas23



#### 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
Xmas Party Registration	6

Page 2 Volume 13, Issue 10

### **President's Message**

#### Adam Redman, GNMLS

How do you keep a haunted house warm after it's been painted?

Thank you for the opportunity to serve as your 2023-24 GNMLS President. Special thank you to Dan Pudlo and Ed Choinski (Past Presidents) for their leadership. Shout outs to Jim Mulleady Ir for stepping up as Treasurer, Jackie Leonhard is our new President-Elect and our new Director is Chris Seeliger. In 2018 it was my honor to serve as GNMLS President and there sure is a lot that has changed over the last five years in our industry and our practices. One thing that has remained the same is our exceptional Board Office management from Matt and Lon. I know I can speak on behalf of the REALTORS and Affiliates in the Northwoods - Thank you for all you guys do for us!

One of our main goals is to offer added GNMLS Member benefits. Here are a couple of the new and exciting benefits:



Forewarn: If you haven't already, please check out, sign up and start utilizing Forewarn - CLICK HERE to get started. This is complimentary to you and is a leading proactive safety tool for Realtors. Your safety is a top priority. You can instantly gain intel on prospective buyers and sellers!

XPosure SellerHUB: Coming This exciting add-on that RealtyServer is offering will be complimentary to you. Once enrolling your Sellers, they will be able to stay up to date on new comparable listings and sales, market data and pursuant to the

MLS board's requirement, SellerHUB will sync with ShowingTime to include all the valuable stats, feedback and information for your Sellers! Please stay tuned as there will be more to follow on this new implement.

You probably heard by now about the Burnett v. NAR, et al verdict. This is a landmark case and we should all watch closely as it goes to the core of how we do business. Please read a REALTOR Magazine article about this ruling, and keep in mind it may be years before the final outcome is decided. We are in communication with local news outlets to be ahead of the story and to make sure they know our goals are consumer focused along with fair competition. We will keep you updated on this matter.

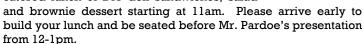
Happy Hunting and Happy Thanksgiving! See you soon at the Christmas Party! Oh, and the answer is... You give it a second coat.

Adam

#### LAST CALL: "Zen Real Estate" Luncheon: Congrats to Our RPAC Chair!

LAST CALL for our "Zen Real Estate" Speaker Luncheon on Wed 11/8 at Cabaret Cove in Rhinelander with Business Coach Clint Pardoe. Mr. Pardoe is a former Communications Professor who has spoken at large companies like Apple as well as NAR convention and several large REALTOR associations and firms.

Attendance is FREE for NWAR Members, \$10 at the door for others and includes a catered lunch of DIY deli sandwiches, salad REAL



Nov 8th "Zen Real Estate" Signup: bit.ly/NWAR-Zen23

At the WRA Convention in early October, NWAR RPAC Chair Cheryl Eskridge was recognized with a special 2023 RPAC Extraordinary Service Award. For the past 11 years, Cheryl has served as Chair of our RPAC Committee and thanks to her efforts, we reached our RPAC goal every year. NWAR was also recognized by WRA in 2019, 2021 and 2022 for highest RPAC participation among mid-



sized Wisconsin boards. 2023 will be her final year as RPAC Chair, though Cheryl continues serving her fellow REALTORS as NWAR Membership Chair.

We share WRA's sentiment in recognizing Cheryl as a true RPAC Champion for her exceptional volunteer service! THANK YOU Chery!!

#### WRF Food Box Build - Woodruff Nov 9th

The Wisconsin REALTOR Foundation made a very generous \$10k donation earlier this year, subsequently matched with \$5k each from NWAR and GNMLS, to provide take-home food boxes for Northwoods children facing hunger to take home over the Thanksgiving school recess. This will have a huge positive impact on our community MAKING A REAL DIFFERENCE FOR WISCON by helping ~1000 kids avoid going hungry as we head into holiday season.



The task ahead is recruiting enough volunteers to quickly turn ~15 food pallets into take-home boxes that will be distributed to a handful of local pantries identified by WRF partner Feeding America WI as those most in need. The more volunteers we get to join us at Lakeland Pantry in Woodruff on Thursday 11/9, the faster we can relax over a free lunch with kindhearted pantry staff plus a thoughtful group of middle schoolers who volunteered their youthful energy to help us get the job done!

Please Signup to Volunteer Nov 9th at: bit.ly/NWAR-WRF23

Affiliate Company	Location	Affiliate Name	Phone
AmeriSpec Inspection Services	Rhinelander	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 Srvcs	Eagle River	Maryann Fath	715-479-6459
Oneida Title & Abstract	Rhinelander	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	Rhinelander	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

IoanDepot.com Schaumburg, IL Larry Poteshman Ph: 847-668-1441 IoanDepot.com

Personalized mortgage loans ontime, every time at loanDepot.com





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



#### **MLS Memo**



#### Lon Fisk - lon@northwoodsrealtors.org

**Team Sales:** For firms that wish to consolidate buyer agent sales under a team leader ID, please clearly communicate with the listing office prior to closing that the sale is to be listed under the designated ID rather than the agent who wrote the offer.

Please be on guard for property fraud as multiple instances have been reported where someone impersonates the landowner to list with a real estate agent. On the other end, you may be able to set up a free notice service with the county Register of Deeds for your property. Some counties - Oneida for example - have a direct link to sign up. Others like Vilas may require you to contact them. Here is a WRDA list of all counties, which for some has a link that will allow owners to sign up for this service online: bit.ly/3MdloQi

In Windows if you don't have enough computer monitors you can add Desktops and then use Win+Ctrl+ right or left arrow to switch between them.

**MLS Tip:** Windows 11: Win+Shift+S or PrtSc opens the snipping tool for taking clips or video capture

# 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 October video "Avoiding Vacant Land Scams" with NAR Senior Counsel Charlie Lee is a timely one as we have received reports from Members of similar scam attempts. Worth the ~3 minutes to learn how to identify, avoid, and/or inform authorities if you encounter this scam.

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

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



"Proper Signatures on Contracts"

wra.org/LegalUpdates



WRA September Home Sales Report:

wra.org/HSRSep2023

#### **AE Corner**

Matt Seegert - <u>matt@northwoodsrealtors.org</u>

Congratulations to **Jim Gabrielsen** - our first-ever "Semicentenary" aka 50-year REALTOR - an amazing feat of endurance and maybe a modicum of masochism!

WRA just released a new "Addendum C" in zipForms to help promote consumer transparency with commissions. Read more about it and view a quick video at: bit.ly/WRA-AddC

Please renew with NWAR by 11/30 or let me know if you intend to let your membership expire so I can spare you the reminder emails. Thank you to all who renewed already and **Appraisers** should make sure to **complete your CE** and **renew your license** by 12/14/23.

TRHs: We sent a letter to <u>Washington</u> Twp in early October and <u>Vilas County</u> just this week with helpful guidance on their draft TRH/STR ordinances following a review of each using the <u>NAR Land Use Initiative</u> program. Please review both and if you have any pending ordinances NWAR can help with in a similar regard, please let me know.

Happy Thanksgiving everyone!

AE Tip: 2024 renewal receipts are available at <a href="https://www.wra.org/DuesReceipt">www.wra.org/DuesReceipt</a> (check or cash renewal) or <a href="https://www.wra.org/DuesReceipt">NAR.REALTOR</a> -> "Pay Dues" (CC renewal).

#### REALTOR Anniversaries

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

50 Years - Our First-Ever Semicentenary!: Iim Gabrielsen - Birchland Realty, Phillips

#### 45 Years (Also in Rare Company!):

Pete Bushman - Birchland Realty, Park Falls

#### 35 Years

Jane Jirak - Heartland Real Estate, Schofield

#### 25 Years:

Lisa Fricke - Coldwell Banker Mulleady, Minocqua

#### 20 Years

John Sarama - Eliason Realty of the North, Land O Lakes

#### 5 Years:

Bill Symes - Symes Realty, Suamico

#### **Burnett Trial Verdict & Updates**

The Burnett verdict was just announced in favor of the plaintiffs, but NAR and co-defendants intend to appeal. Bookmark this NAR page for details & future updates:

Burnett Trial Updates: bit.ly/3Si7RL4

#### **Up North Update**

On/Off	Mediar	n Price	Units		
Water	2022	2022 2023		2023	
SFH Off	160,000	175,000	975	781	
SFH On	385,000	400,000	791	629	
Land Off	35,000	37,900	562	471	
Land On	79,000	99,450	346	238	

WRA reports that overall in the North region, sales are down -22% thru September while medians are up +6.4% to \$250k. In the 7-county NWAR region, Forest, Lincoln and Price counties saw largest YTD median gains at +20.9%, +20.6% and +14.8%. While all 7 counties did have higher medians, only Iron county broke even YTD on a volume basis with our other counties seeing volume declines from -17.5% to -30.3%.

Looking at the state as a whole suggests buyers are becoming frugal as lower-median areas seem to be faring better on the year.

#### **Lockbox Latest**

GNMLS Actives (exc land/comm): 894 LB Participants Actives: 706 (79%) Eligible Listings w/LBs: 272 (39%)

GNMLS Lockbox Resources: bit.ly/GNMLS\_LBs



#### **FAQ** of the Month

"What does Exclusive Agency or Exclusive Right mean?"

With an Exclusive Agency listing contract, you do not get paid a commission if the seller finds the buyer.

With an Exclusive Right listing contract, you always earn the commission unless it is sold to a named exemption.

Office Exclusive could be either type.

MLS FAQs: bit.ly/GNMLS-FAQ

### **REALTOR Ring Day - Fri 12/1**

Please join REALTORS nationwide by ringing a bell Friday 12/1 for Salvation Army REALTOR Ring Day. Bell ringing locations are available throughout the Northwoods and Salvation Army has an online form where you can reserve a place, date and time that works for you.



All NWAR Members who send us a selfie while ringing a bell or other acts of volunteering - whether on 12/1 or any other date - can also choose a **free gift from NWAR!** View the link below for instructions to book your bell-ringing shift, then fill out the form below to choose your free gift from NWAR - just remember to send us your action photo!

REALTOR Ring Day Signup & Free Gift: bit.ly/NWAR RRD

## LUNCH 🕹 & 👃 LEARN

Date	Lunch & Learn Course - Venue		
Nov 8	"Zen Real Estate" Guest Speaker Luncheon w/ Business Coach Clint Pardoe - Cabaret Cove, Rhinelander - LIVE ONLY		
Dec 12	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		

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

#### REALTORS® on the Move

#### New GNMI S Subscribers:

New Grines Subscribers.			
Name Office			
Andrew Bauknecht <sup>1</sup>	Integrity Realtors - Antigo		
Cassidy Ecklund <sup>1</sup>	Re/Max New Horizons - Phillips		
Adam Jensen	SCS Real Estate - Mosinee		
Patrick McElroy	SCS Real Estate - Mosinee		
Kevin Porter	Porter Realty* - Ashland		
Jeff Shenk <sup>1</sup>	Owl's Nest Realty - Eagle River		

#### GNMLS Transfers & Releases:

Name	From	То
Christina Duckett	Re/Max Property Pros - Tomahawk	Century 21 Best Way - Tomahawk
Rob Ullius	First Weber - Minocqua	
Amanda Schley	Coldwell Banker Action - Schofield	

"There have been few things in my life which have had a more genial effect on my mind than the possession of a piece of land.





Page 5 Volume 13, Issue 10

#### **Board of Directors 2023-24**

(Area code 715 unless otherwise noted)

Northwoods Association of REALTORS®

#### Greater Northwoods MLS®

Officers (Term^):

		<del>-</del>	
Ed Raasch, President	224-3800	Adam Redman, President	358-0450
Tom Bird, President-Elect	356-9521	Jackie Leonhard, President-Elect	453-2673
Kim Brixius, Treasurer (1)	453-1188	Jim Mulleady, Treasurer (1)	479-1774
Andy Harris, Past President	543-8900	Dan Pudlo, Past President	493-7630
<u>Directors (Term-Year - limit 2-2):</u>		Directors (Term-Year - limit 2-2):	
Tynan Anderson (2-1)	453-3365	Kathy Flannery (1-1*)	449-5022

Tynan Anderson	(2-1)	453-3365	Kathy Flannery	(1-1*)	449-5022
Judy Barr	(1-1)	480-4333	Steve Petersen	(1-1)	614-3878
Kristin Gullickson-Wild	(1-2)	356-4457	bleve i eleiseli	(1-1)	014-0010
Ryan Hanson	(2-2)	358-5263	Chris Raasch	(1-1*)	224-3800
Cliff Kolinsky	(1-2)	547-3400	Chris Seeliger	(1-1)	358-6832
Cala Neu	(1-1)	339-4663	Adam Speer	(1-1)	339-2181
Janel Pagels	(2-1)	525-1008	-	` ,	
Chris Raasch	(1-1)	224-3800	Julie Winter-Paez	(1-2)	480-4333

<sup>^</sup> 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 16th GNMLS - 8:30am NWAR - 10:00am

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 get your free .REALTOR website domain by 11/15, you'll earn a free Technology Trends" webinar (\$30 value) plus a chance to win a \$450 Amazon gift card.

Earn your MVP reward at: MVP.REALTOR

## Northwoods Association of REALTORS®

#### & Greater Northwoods MLS

PO Box 377 715-356-3400 Phone: 320 Oak St. Suite B 888-399-2118 Fax: 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.lv/NWAR-YT





### <u>NWAR & GNMLS</u> 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 <a href="mailto:nathwoods.com">nathnorthwoods.com</a> for their wish list & bring a donation for a chance to win a \$50 gas card!



#### 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, Olv 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?	
						TOTAL
						ENCLOSED:
Totals (\$25ea exc. Inductees):						

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

