



The Realty Review

Volume 10, Issue 9



September 2020

Northwoods Association of REALTORS® & Greater Northwoods MLS®

President's Message

Jon Long, NWAR

Thank you to everyone who headed out to golf, sponsor a hole and/or volunteer at our golf outing earlier this month. We had 18 groups in attendance on a gorgeous but gusty day, and I am pleased to report that my golf team defended our title! While we hope to get together again for our annual Christmas Party in December, it looks like a long shot; a final decision will be made in October. Since we canceled so many events this year, the board voted to extend unused [2020 timely renewal coupons](#) through the end of 2021.

Now that school is back in session (sort of) and real estate is slowing down (ever so slightly), it's also time for REALTORS to go back to school to complete your CE courses and renew your license by December. WRA has online courses which you can take at home in your PJs on a lazy Sunday afternoon - the easiest and safest option. NWAR is also offering video CE at the board office and if you still have a 2020 coupon, you can redeem it to save on your CE costs.

2021 membership renewal statements were mailed out earlier this month; please contact Matt if you did not yet receive it. We are pleased to report that NWAR, WRA and NAR dues are all unchanged for 2021. The board did choose to sunset our timely renewal



coupon program this year however since operating costs are rising and to maintain control of the ongoing drawdown of reserves - the end goal of course being to keep NWAR local dues as low as possible. Thank you to Treasurer Joyce Nykolayko and the Finance Committee for preparing our 2020-21 budget

and to the many who voted recently to approve it. We are on track to finish the fiscal year at around half the budgeted loss due to above-forecast membership growth and our thrifty staff whose pandemic contingency plan only added \$12/mo to operating costs.

Lastly, THANK YOU ALL for trusting me as NWAR President in what turned out to be a challenging year. I hope you are content with the leadership and resources your association provided in unprecedented times. I also welcome others to help lead by volunteering on any of our various [NWAR Committees](#) - it's a great way to build your professional network and gain leadership skills that will serve you well in any line of work. Please join me in welcoming 2020-21 NWAR President Andrea Krueger, new Director Ryan Hanson and our returning Directors who will keep NWAR in good hands for the year ahead. Thank you and be well!

Jon Long, 2019-20 NWAR President

The Buzz:

- Real Estate CE Options - Renew License by Dec 14
- REALTOR Conference & Expo (Virtual) - Nov 2-18
- REALTOR Safety Month Resources

Sponsor Spotlight



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Real Estate Continuing Ed & License Renewal

All Wisconsin real estate broker licensees (with no exceptions) and all salespersons licensed prior to 10/1/2020 must complete 18 hours (six 3-hour courses) of Continuing Education to renew your real estate license before it expires on 12/14/2020. The renewal period opens October 26th and you should receive a postcard or email reminder from the Wisconsin Dept. of Safety & Professional Services. See more at: bit.ly/2020CEInfo

WRA offers On Demand (online vids & exam) or Self-Study (course books + online exam) which allow you to complete CE from the safety of home. To view and register for WRA On Demand or Self Study (4- and 6-pack discounts available), visit www.wra.org/19-20ce/

While live CE classes at The Pointe were cancelled, NWAR will proceed with video CE courses at the board office on several dates now through early December. Class size is limited to 4 attendees and masks are required. After each video course, exams may be completed online using a smartphone, laptop or tablet and you will get instant results. NWAR Members can claim a 6-for-5 rebate and/or redeem a 2020 timely renewal coupon to save up to \$60 on registration.

Register today at: bit.ly/NWAR_VidCE

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President's Message

Jackie Leonhard, GNMLS



I would like to thank the membership for the opportunity to serve as MLS President this past year. I think every broker should take the opportunity to serve on one of our Boards. It is such a great way to keep in touch with what is going on within our organization. I can't thank Lon enough for how easy he makes this. We continue to work on keeping the MLS data the best it can be for the benefit of all members.

A big thank you to retiring Board members, John Misina and Brenda Thompson, for servicing. Welcome to Jerry Burkett as new MLS president and Ed Choinski as president-elect along with Bonnie Byrnes and Adam Redman will join the returning directors.

On September 14 an electronic vote was held to pass a 2020-21 MLS budget. The proposed budget was sent

to all Broker Participants prior to the vote and the budget was approved.

While most of our agents do a great job of entering complete and accurate data into the MLS system with an eye to quickly finding buyers, we do see some problems that create significant issues for appraisers, underwriters, and agent REALTORS® creating CMA's and BPO's as well as searching for properties that meet buyers' needs. Because of these needs the MLS Board

will enforce the rules including requiring broker training time and issuing fines to firms where appropriate. It would be a very good time to review the MLS Policies & Procedures to be sure all agents comply so we can all do our jobs serving clients and customers and not taking classes or paying fines. You can find the policies document here:

bit.ly/GNMLS-PP

Be sure to complete your Continuing Education this fall so you can renew your license with the State for another 2 years.

Best wishes to all in this approaching fall new season. Stay safe and sane – I'm in Wyoming breaking from a crazy summer – but even here email reaches me.

Jackie

September is REALTOR Safety Month

When REALTORS think of safety, your first few thoughts are likely about assault, property theft and wire fraud. Most unfortunately, we must now add health safety to the list of safety concerns. While our low population density has spared us the worst of the pandemic, we are "not out of the woods" despite our collective COVID fatigue.

This REALTOR Safety Month, we encourage everyone to view NAR's resource [Coronavirus: A Guide for REALTORS](#) that includes guidance not just related to health safety, but also Fair Housing compliance and transaction guidance to help you continue operating safely and in accordance with the law despite the challenges we presently face.

NAR hosted a live webinar recently titled [Selling Safely: Because It Can Happen to You](#) that you can watch along with other videos at the [REALTOR Safety Webinars](#) page. Topics include cybersecurity, mental health, open/vacant houses, personal safety and more. Please view any or all for some best practices you can employ to mitigate the growing list of safety concerns.



Budget Vote Results

Our leadership and association staff thank everyone who cast ballots in the 2020-21 GNMLS and NWAR budget online votes earlier this month. The GNMLS budget vote passed with a tally of 43-2, and the NWAR budget was approved with a tally of 111-9.

2020 has been a challenging year, but fortunately we at NWAR/GNMLS (like many REALTORS) swiftly modified our practices to preserve business continuity. We thank you for your trust and confidence and will do our best to keep providing you quality and timely service. To those who voted "no", we welcome any suggestions on how we can better serve you!



2021 NWAR Renewal: Please Invest in RPAC

by RPAC Chair Cheryl Eskridge

Our RPAC online auction was a solid start toward our annual RPAC goal, but we did not have any gift baskets this time so we finished short of recent years. We kindly ask you to consider including an optional RPAC investment (any amount is helpful) when renewing for 2021. It is as important as ever that REALTORS help RPAC promote candidates and policies that protect real estate and property owners' rights. Our industry is among the few silver linings in a year fraught with dark clouds, and we can thank the WRA Legislative team for fighting to ensure real estate was declared an essential business.

NWAR MEMBER INCENTIVE: Those who renew by 11/30 and include an RPAC investment of \$50 or more will be entered into a drawing in December for one of two prizes: a \$50 gift card to CT's Deli in Rhinelander or \$50 gift card to Rhinelander Café & Pub. Additionally, 2020 RPAC investors of \$100+ will be recognized in this newsletter, those giving \$500+ will include your photo, and those giving \$1000+ will also be pictured on the NWAR homepage through March 2021. RPAC investors of \$100+ will also receive a very "sweet" thank you from our RPAC Committee! *wink wink*

THANK YOU for including an investment in RPAC when renewing your NWAR Membership for 2021.



NWAR Affiliates

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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
JP Home Inspections	Rhineland	James Pueschner	715-360-7228
Knight Barry Title Service	Minocqua	Patrick Hugunin	715-439-4114
Knight Barry Title Service	Rhineland	Al Manc	715-365-5000
mBank	Eagle River	John Hietko	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	Val Dreger	715-479-1794
People's State Bank	Minocqua	Tim Sanderson	715-358-7070
Shoreline Title Services	Rhineland	Greg Peckels	715-369-3934
The Cayo Group at Infanta 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*

ENV Property Solutions

Fifield
Barbara Flietner
Ph: 715-661-0561
[ENVPropertySolutions.com](#)

Mold/lead/asbestos investigations,
soil/groundwater testing & more



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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

Why get one-day codes for SentiLock boxes out of cell coverage? You can do it yourself.

For the older NXT boxes, while connected to cell service go to My Schedule and schedule the showings you need that may be out of coverage. When you arrive, go to My Schedule and tap the appointment. SentiKey will give you a Mobile Access Code for the box. No card needed. [Here is a flyer.](#)

Always open the SentiKey app to authenticate while you have cell service, such as before leaving home or the office. For Bluetooth (BT) boxes this should be all that is needed, but if there are communication issues you could put your phone in airplane mode and then just turn on BT to talk to the white boxes with no signal going to the cell towers.

As you should already know the old legacy MLS systems for Interface and Express are going away at the end of the year. If you need to brush up on using Xposure, check out the [GNMLS website FAQs](#) to see the resources and view the Xposure Training pdf.

MLS Tip: On the Search page, use Ctrl+F to Find:
Ctrl+F "roofing" jumps to the Roofing dropdown.



October 7 Financial Wellness LIVE: Virtual Edition 2020

Info & Registration: bit.ly/CRFW-FWL20



2020 REALTORS® Conference & Expo
All Virtual November 2-18, 2020
www.conference.realtor



Episodes 8 & 9 of WRA's "Capitol Insights" podcast are titled "The Current Political Landscape in Wisconsin and Why You Should Care" and "When Will The Landlord Nightmare End? An Update on the CDC Eviction Moratorium".

Listen in on these hot topics at:

www.wra.org/capitolinsights



AE Corner

Matt Seegert - matt@northwoodsrealtors.org

Thank you to all 72 who attended our golf scramble early this month as well as our many event sponsors. We hope you had a long-overdue fun event, and we thank everyone for making good use of the hand sanitizer we handed out to appease your worrywart AE. My apologies to anyone on the next fairway over while I took a break at the driving range!

We posted a gallery soon afterward to our [Facebook Group](#) with plenty of photos from the event. Congrats to tablet drawing winner **Charlie Ouimette**, 50/50 drawing winner **Dan Pudlo**, and putting contest winner **Jeff Olson**. Double congrats as well to outgoing President **Jon Long** who earns not just a gavel for his fine leadership over the past 12 months, but also another first-place nameplate on our golf trophy alongside **Sean Duncan** and teammates.

This has been a year of many challenges and changes, and October may be the most jawdropping yet given the high drama of the upcoming election. While on that note, now would be a great time to visit myvote.wi.gov/en-us to check that you are registered, see what will appear on your ballot, and perhaps request an absentee ballot if you prefer that to voting in person.

Enjoy the fall colors and good sleeping weather since after *this* summer, we need it!

REALTOR Anniversaries

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

40 Years:

Ron Skagen - First Weber, Rhinelander

5 Years:

Sharon Papapetru - Key Insight, Rhinelander

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 Returns Oct 14

Our next season of Lunch & Learn topics is lined up and starts **October 14th** with a **"Working in the Cloud"** virtual class led by **NWAR Education Chair Andy Harris**. Andy will show you ways to keep your business humming along in these touch-free times when copy paper is frowned upon, toilet paper doted upon and paper towels fondly reminisced upon. Lunch will be whatever looks good in your fridge that day, and we would appreciate if you'd give Sir Barksalot a big bone to keep him busy over lunch. Among the topics Andy (with an assist by your AE) will cover are cloud storage tools, PC/data and agent security programs, photo editors, secure communications, note taking and expense tracking, agent website builders and more.

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

YTD Sales Update

On/Off Water	Median Price		Units	
	2019	2020	2019	2020
SFH Off	125,000	128,500	713	823
SFH On	241,750	265,500	710	822
Land Off	24,000	27,500	285	365
Land On	56,000	70,000	197	301

Keep knocking on wood because it seems to be working and if the tree you're knocking falls over, you can sell it to our numerous land buyers who can't find any building materials! The ongoing Northwoods sales boom proves our busy spring wasn't just a winter hangover. School enrollment is way up too, so it's not just out-of-towners seizing upon low rates to buy vacation homes. What is becoming clear is that many consider the Northwoods their preferred place to weather uncertain times. Let's count our blessings to already live here and keep helping others eager to join us!

More stats at: bit.ly/NWAR-Stats

Lockbox Leaders



% Active Listings w/LBs	
Century 21 Ace Realty	100%
Eskridge Real Estate	100%
Owls Nest Realty	100%
4 Star Realty	80%
Wolf River Realty	78%
Northwoods Community Realty	73%
Miller & Associates Realty	67%
Lakeplace.com / Vacationland	65%
Redman Realty Group	64%
Re/Max Action North	59%

Active Listings (exc land/comm): 1673
LB Participants Active List: 1481 (89%)
Eligible Listings w/LBs: 654 (44%)

View SentiLock lockbox training guides, tip sheets and more at: bit.ly/NWAR-LBS

Date	Lunch & Learn Course Name - Location
Oct. 14	Working in the Cloud - Virtual
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

New GNMLS Subscribers:

Name	Office
April Balisteri	Symes Realty - Suamico
Mary Boyce	Keller Williams - Stevens Point
Alicia Dal Ponte ¹	Re/Max Property Pros - Eagle River
Lisa Hanson	Hanson Realty - Lakewood
Nicolette Hanson	Hanson Realty - Lakewood
Troy Hermanson	Coldwell Banker Realty* - West Bend
Susan Lauricella	Susan M. Lauricella, Broker* - Chicago
Donald Lindquist	Pioneer Group, Inc* - Thorp
Nicholas Nelmark ¹	Compass Land Consultants - Minocqua
Michelle Nichols	Keller Williams - Stevens Point
Julie Pairolo ¹	Northwoods Real Estate - Manitowish Waters
Jenna Schade	Keller Williams - Stevens Point
Terri Schaefer ¹	Century 21 Burkett - Eagle River
Christine Schultz	Keller Williams Fox Cities - Appleton
Thomas Sykora	Coldwell Banker Realty - West Bend
Clint Szymanski	Re/Max Excel - Schofield
James Valle	Hanson Realty - Lakewood
Joleta Westbrook	Coldwell Banker Action - Schofield
Charissa Woodard	Exit Midstate Realty - Weston

REALTORS® on the Move:

Transfers & Releases:

Name	From	To
Paula Akin	Coldwell Banker Mulleady - Eagle River	
Kyle Broom	Badger Realty Team [^] - Cottage Grove	
Ken Hanson	Hanson Appraisal - Pembine	
Tony Hudzinski	Badger Realty Team [^] - Cottage Grove	
Richard Maney	Century 21 Burkett - Eagle River	
Cala Neu	Re/Max New Horizons - Phillips	Northwoods Realty* - Phillips
Tim Schwanke	Coldwell Banker Mulleady - Minocqua	Redman Realty Group - Minocqua

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



"Reacting in anger or annoyance will not advance one's ability to persuade." - Ruth Bader Ginsburg (RIP 1933-2020)

Board of Directors 2019-20

(Area code 715 unless otherwise noted)

Northwoods Association of REALTORS®

Officers (Term^):

Jon Long, President	453-4910
Andrea Krueger, President-Elect	453-3365
Joyce Nykolayko, Treasurer (1)	546-3900
(Vacant), Past President	

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

Tom Bird	(1-1)	356-9521
Kim Brixius	(1-1)	453-1188
Andy Harris	(2-1)	543-8900
Erik Johnson	(1-1)	892-1234
Ed Raasch	(1-2)	224-3800
Cassi Rupnow	(1-1)*	356-4457
Pete Rondello	(1-2)	358-0450
Ashlei Smith	(1-1)	453-1188

^ 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

Greater Northwoods MLS®

Officers (Term^):

Jackie Leonhard, President	453-2673
Jerry Burkett, President-Elect	479-3090
Dan Pudlo, Treasurer (1)	547-3033
John Misina, Past President	479-4431

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

(Vacant)		
Ed Choinski	(2-1)	493-7827
Sandy Ebben	(2-1)	365-3000
Joe Flanders	(1-1)	420-1100
Brenda Thompson	(2-2)	358-0494
Julie Winter-Paez	(1-2)	480-4333

Next Board Meetings:

Thursday, October 15th

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 follow NAR REACH on LinkedIn by 9/30, you will receive **7 Streams of Lead Gen Success Webinar** (\$30 value).

Claim your MVP reward at:

MVP.REALTOR.ORG

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

Northwoods Association of REALTORS® & Greater Northwoods MLS®

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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 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

Member FB Group: Facebook.com/Groups/NorthwoodsREALTORS



bit.ly/NWAR-FBK



bit.ly/NWAR-TW



bit.ly/NWAR-YT



bit.ly/NWAR-LI