

The Realty Review

Volume 11, Issue 9



September 2021

Northwoods Association of REALTORS® & Greater Northwoods MLS®

President's Message

Andrea Krueger, NWAR

As I think about this last President's message, I am amazed how the industry and our profession has changed over the last few years. Some good, some in my mind not so good. But all in all I feel that this is the BEST PROFESSION to be in, and will continue to do my best to help to retain our professionalism in our group and promote such to the public.

Most of you know that I am not new to the industry at all, I have been here since the creation of the MLS, and so on. I feel the best way to know exactly how it all works is be involved at every level, which yes, means the BOARD LEVEL. We have an awesome board, a huge thank you to Matt and Lon for keeping us in check. The board is always looking for committee volunteers, and maybe it is time for new blood on the board, please think about this in 2022.

It has been a privilege to serve as president this last year, and I look forward to working with a great crew as past president, this coming year. I also look forward to seeing many of you and WRA President Mike Theo at the Installation Dinner on Wednesday where I will hand



the gavel over to the very capable and competent Pete Rondello.

A few things to remember: Register for our October 13th Lunch & Learn webinar with Tracy & Debbi from WRA, our 10/29-11/1 Prof Stnds Training (also with Tracy), and perhaps most importantly (since it wasn't

cheap) our 11/4 "From Burned Out to Bad*ass" Guest Speaker luncheon with Marguerite Crespillo. I know everyone is still busy at present, but I strongly recommend setting time aside for these and other big events. Don't forget as well that the WRA Convention is only a week away on October 4-6 - register ASAP and note that they do have a virtual option!

Thank you all for your trust in me as your "fearless leader". As always, PLEASE remember, in life and in business, THE GOLDEN Rule: "Do unto others, as you would like to have done unto you".

Work hard, play hard, tell the people around you that you appreciate them and you love them, and be honest to yourself.

Signing off...

Andrea Krueger

The Buzz:

- **REALTOR Safety Month - Safety Report & Resources**
- **Lunch & Learn 10/13 - Gap Addenda & Escalation Clauses**
- **Professional Standards 2-Day Training Webinar**

Affiliate Spotlight



The Cayo Group
at Inlanta Mortgage

Our TEAM takes great pride in going above and beyond for our REALTOR partners and the clients you refer to us.

Your buyers will experience our outstanding TEAM approach to lending... this means excellent and consistent communication and ultimately delighted buyers, sellers and REALTORS at an **ON TIME CLOSING**. We work hard to make YOU look GREAT!

Call today to see how we can help you!

Dee Cayo, Branch Manager

NMLS #244888

Inlanta Mortgage NMLS #1016

Phone: (715) 388-7557

DeeRates.com

Guest Speaker Seminar - Wed Nov 4

Since there's no mad dash for real estate CE this autumn, we booked a special "From Burned Out to Bad*ss" LIVE seminar with success trainer **Marguerite Crespillo**. Marguerite has been a REALTOR for over 25 years and in 2012, WSJ and RealTrends ranked her top 10 in California and top 75 nationwide. She has also been a featured speaker at multiple state REALTOR conventions (including WRA) and several large firms.

Marguerite will join us on **Wednesday 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 and processes that are fun and profitable to help you fall in love with real estate again.

This event is **FREE for NWAR Members** and \$20 for others, and a sandwich buffet lunch will follow her presentation.

"From Burned Out to Bad*ss" LIVE Seminar Signup: bit.ly/NWAR-GS2021



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President's Message

Jerry Burkett, GNMLS

Hello All!

My last President's Message to you is about one word:

CREATE

With inventory at a ten year low, and sales at a ten year high, how can this be?

Agents are working hard and creating their own sales.

Sitting at your desk in the office or at home might be a relaxing endeavor, but it sure doesn't get the bills paid. Don't wait for the phone to ring, make it ring. Write that empty



lot next to your listing. Send out a Just Sold letter. Follow up with a phone call to that CMA from last year. GET IN THE CAR AND GO SEE SOMEBODY! Have a bowl of soup and leave your card. Create your own sphere.

Before I got married I went to the grocery store every day. It was a

continued source for people contact from my grocery cart. Work your spheres of influence. Get involved. Join a club. Be on a governmental committee. You will meet people and it will come back to you with personal referrals, listings, and sales. People do business with people they know. And you end up CREATING YOUR OWN REAL ESTATE BUSINESS.

God bless you all.

JLB

NWAR Budget/Bylaws & GNMLS Budget Vote Results

Thank you to NWAR Members who voted September 20th for our 2021-22 budget and bylaws revisions. The proposed 2021-22 budget was approved by a vote of 156-8, and bylaws revisions were approved 159-6. The primary bylaws revision was increasing the NWAR Treasurer from a 1-year to 2-year term. This matches the term length for other Directors and will save considerable paperwork and time with our banking partners that is necessary whenever changing Treasurers. The new budget keeps NWAR dues unchanged and keeps all our existing programs and benefits including the recently-restored Tech Helpline benefit for NWAR Members.

GNMLS Participants voted September 22nd in a vote of 61-0 to approve the 2021-22 budget. The past year was strong for GNMLS in particular, which led to a special vote in August that approved waiving all September MLS fees, big community investments, more advertising (including an upcoming TV ad), and tech upgrades for the board office and staff.

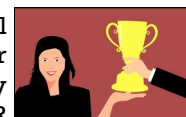
We appreciate your strong vote of confidence and will work hard to continue returning value for your NWAR and GNMLS membership in the year ahead!



LAST CALL for DSA Nominees

The NWAR Board will meet next on October 21st, during which they will consider REALTOR and Affiliate nominees for a 2020-2021 Distinguished Service Award.

If a NWAR REALTOR or Affiliate Member you know merits consideration, please let us know by 10/15 so the board can consider them for an award. Those selected for a DSA will be recognized at our Christmas Party in early December, and we will notify the nominator so you can subtly coax them into attending!



DSA Nomination Form (by 10/15):

bit.ly/NWAR-DSA21

Professional Standards Changes & 2-Day PS Training Webinar

NWAR extends our gratitude to **Rick Zoerb** who served as Professional Standards Chair for the last decade plus. Rick did a yeoman's job overseeing this committee for many years, and we thank him for his outstanding service as he hands his robe and barrister wig over to new PS Chair **Tynan Anderson**. Tynan and our PS volunteers will fortunately have less demanding roles in the year ahead since the NWAR Board agreed to partner with REALTORS Association of Northwest Wisconsin (RANWW) for PS administration starting October 1st. RANWW administers PS for a handful of other boards and has a large/engaged volunteer group. The NWAR Board is partnering with them to ease the burden on local PS volunteers and avoid the awkwardness of sitting in judgment of someone you may soon work with. Future complaints should continue being sent to Matt at NWAR who, with Tynan's guidance, will redirect disputes to RANWW for handling when appropriate.



These changes aside, NWAR still needs PS volunteers to serve on panels from time to time - particularly when disputes involve members of different associations. We therefore invite NWAR REALTORS to learn about our dispute resolution methods and boost your understanding of REALTOR Ethics, procuring cause and more by attending a **FREE 2-part Professional Standards webinar with Tracy Rucka on Fri Oct 29 & Mon Nov 1 from 8:30a-noon each day.**

Professional Standards Webinar Registration: 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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* These are non-member paid advertisements
not specifically endorsed or promoted by NWAR

MLS Memo



Lon Fisk - lon@northwoodsrealtors.org

As we close out another MLS year, my thanks to the Board members who put in their time serving to keep our MLS the best it can be by offering their collective expertise. Special thanks to Sandy Ebben and Joe Flanders whose terms have ended and welcome to new additions Jim Olsen and Jim Tait. Thanks to President Jerry Burkett and we look forward to Ed Choiniski taking the leadership role. Dan Pudlo will be turning the Treasurer reigns over to Julie Winter-Paez as he becomes President-Elect.

In just a few months the nominating committee will be looking for new directors and officers to serve. I hope you will give some consideration to this important job if you are a broker/owner. The MLS budget was passed unanimously for the new year so we are looking forward to a strong 2021-22 year ahead.

MLS Tip: Simplify Xposure Home and Search pages by hiding unused elements – just remember how to find them later.

CRS & ABR Webinars

WRA is offering two NAR Designation webinars in October starting with **CRS** **"Short Sales & Foreclosures: Protecting Your Clients' Interests"** on **Oct 4th**. Attendees will earn 8 CRS credits and 1 GRI live elective credit; this course will be livestreamed from the WRA Convention.

WRA also has a **2-day ABR Core Course Oct 26-27** which also counts as 2 elective credits toward GRI.

NWAR Members who earn a new NAR Designation or Certification will receive a **\$100 educational incentive award** from NWAR!



"Low Inventory, High Prices. What's Next?"
w/ Dr. Mark Eppli
wra.org/wra360

"Whose Money Is It Anyway?" - w/ Rep. Shannon Zimmerman
wra.org/capitolinsights



2021 WRA Legislative Update
WRA
www.wra.org
Property Taxes & Pier Placement

"Property Taxes in WI are Simply Too High" & "Your Right to Place a Pier Restored"
wra.org/Resources



AE Corner

Matt Seegert - matt@northwoodsrealtors.org

As the lush green leaves of summer go out in a brilliant blaze of fall colors, many of you may sense a metaphor as your annual dues statement also arrives. Please note that if you have 50+ "green leaves" to spare for RPAC and renew by 11/30, you may enter a contest in December for a chance to win a new 8th Gen iPad 32GB Wifi/Cellular. It makes a great stocking stuffer and given the shipping woes out west, it could be a rare item! If you did not yet receive your 2022 statement or do not intend to renew next year, please let me know (yes I can keep a secret) to spare yourself my annoying reminders.

Much obliged to all who voted last week to keep NWAR and GNMLS in operations for another year, which we expect to be far more eventful than the past year - hopefully for mostly good reasons!

Lastly, **THANK YOU** to **President Andrea Krueger**, **Treasurer Joyce Nykolayko** and **Director Ashlei Smith** for the A-plus effort you each put forth over the past two or more years. You each deserve a Rolls Royce, but I hope a very well-deserved "ATTAGIRL" will suffice - you're the best!

AE Tip: Follow Tech Helpline on social media for helpful ideas for REALTORS, for example using Instagram to win listings: bit.ly/3AQEXGU

REALTOR Anniversaries

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

40 Years!

Mark Millen - Coldwell Banker Mulleady, Minocqua

25 Years:

Laurie Wagner - Hilgart Realty, Park Falls

10 Years:

Jeff Visner - Re/Max Property Pros, Eagle River

5 Years:

Lee Chaney - eXp Realty, Minocqua

Jim Chapman - eXp Realty, Minocqua

Roxi Plath - Dollhouse Elite Realty, Minocqua

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.

WB Form Update - Mandatory 10/1

The following real estate forms were recently revised with mandatory use dates on October 1st:

- **WB-16 Offer to Purchase – Business w/ RE**
- **WB-17 Offer to Purchase – Business w/o RE**
- **WB-25 Bill of Sale**
- **WB-46 Multiple Counter-Proposal**

To read about the changes within these forms, visit: wra.org/FORMSUPDATE and watch for the new forms within zipForm coming soon.

Lunch & Learn Returns Oct 13

Our new Lunch & Learn season kicks off Wed 10/13 with a “**Appraisal Gap Addenda & Escalation Clauses**” webinar led by **WRA attorneys Debbi Conrad and Tracy Rucka**. You’ll have to fill your own belly for this one, but Debbi & Tracy will feed your brain as they review samples of these popular-of-late forms and offer advice on how you can put them to use to better serve and protect buyers and sellers. We are still working out details for the rest of the Oct-May L&L season, but registration is open for this one - sign up today at the link below!

Lunch & Learn Signup: bit.ly/NWAR-LNL

REALTORS® on the Move:

New GNMLS Subscribers:

Name	Office
Daniel Bowden	Restaino & Associates* - Madison
Jared Carvalho	Zillow, Inc. - Seattle
Laurie Cummings ¹	Coldwell Banker Mulleady - MW
Becca Gregornik ¹	First Weber - Minocqua
Terri Lynn	Rust's Real Estate* - Hurley
Meg McGuire	Restaino & Associates* - Madison
Jennie Sipple	Restaino & Associates* - Madison

YTD Sales Update

On/Off Water	Median Price		Units	
	2020	2021	2020	2021
SFH Off	128,500	135,000	827	944
SFH On	265,000	319,000	828	834
Land Off	27,500	31,500	369	597
Land On	70,000	72,500	303	541

It appears that homes on water are drying up (nyuk nyuk) as we are struggling to continue outpacing 2020. Hence why on-water SFH medians are up over 20% YTD while off-water SFHs are still moving fast but at a more moderate 5.1% median price gain over 2020. Land is more popular than the McRib with volumes up 62% off and 78% on water. Lower-priced off-water lot medians are up 14.5% while on-water lots are up 3.6%. Looks like anyone who can swing a hammer, drill a well or hook up a LP tank has plenty of work cut out for them - almost as much as REALTORS! Don't forget to sleep!

More stats at: bit.ly/NWAR-Stats

TechHelpline
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A great NWAR Member Benefit!
Learn more at: bit.ly/THL-NWAR

Lockbox Leaders



% Active Listings w/LBs	
4 Star Realty	100%
Century 21 Ace Realty	100%
England Realty	100%
Esckridge Realty	100%
Lake Country Realty	75%
Schmidt-Haus Realty	71%
Lakeplace.com/Vacationland Prop	67%
Woodland Lakes Realty	64%
Northwoods Community Realty	63%
Re/Max Action North	60%

Active Listings (exc land/comm): 1147
LB Participants Active List: 972 (85%)
Eligible Listings w/LBs: 403 (42%)

More LB Resources: bit.ly/GNMLS-LBS

Toll-Free Helpline: 866-610-7997
Email: support@techhelpline.com
Online Chat: chat.techhelpline.com

September is REALTOR Safety Month

Safety month is almost over, but every month is a good month to keep the safety of yourself, your customers/clients and their money/data top of mind.

NAR released a “**Top 5 Safety Action Items for REALTORS®**” checklist with safety strategy and tips, videos, personal protection resources and more. Please explore and share the links above and below to help ensure that real estate in the Northwoods continues making headlines only for good reasons!

NAR 2021 MEMBER SAFETY REPORT: bit.ly/3ARXdPx

NAR SAFETY WEBINARS: bit.ly/3AP0MGs



Transfers & Releases:

Name	From	To
Skyler Baumann	Re/Max Woodlands & Water - Minocqua	
Amber Krouze		SimpliFee Realty* - Rhinelander
Rachel Martin	Eliason Realty - Eagle River	Redman Realty Grp - Minocqua
Ronda Thompson	Pinnacle Real Estate Group - Madison	Restaino & Assoc. - Madison
Matt Tranel	Keller Williams - Wisconsin Rapids	
Laura Zimmer	First Weber - Minocqua	

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



“Unless a tree has borne blossoms in spring, you will vainly look for fruit on it in autumn.” - Walter Scott

Board of Directors 2020-21

(Area code 715 unless otherwise noted)

Northwoods Association of REALTORS®

Officers (Term^):

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):

Tynan Anderson	(0-1*)	453-3365
Tom Bird	(1-2)	356-9521
Kim Brixius	(1-2)	453-1188
Ryan Hanson	(1-1)	358-5263
Andy Harris	(2-2)	543-8900
Ed Raasch	(2-1)	224-3800
Cassi Rupnow	(1-1)	356-4457
Ashlei Smith	(1-2)	966-9280

^ 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^):

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
Mark Wagner	(0-1*)	762-3291
Julie Winter-Paez	(2-1)	480-4333

Next Board Meetings:

Thursday, October 21st

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 earn a free **Little Blue Book: Rules to Live By for REALTORS** (\$20 value) .

Earn your MVP reward at:
MVP.REALTOR

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 180 Member offices comprised of over 600 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