

The Realty Review



Volume 12, Issue 9

September 2022

Northwoods Association of REALTORS® & Greater Northwoods MLS®

President's Message

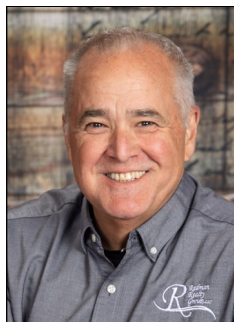
Pete Rondello, NWAR

"Autumn writes her own poetry, we are merely observers."
~Terri Guillemets

The maples lead the color charge with bright reds and golds as we slip into a beautiful Autumn! Hoping your summer was a good mix of money in the bank and warm memories. Save a bit of the treasure to cover those Realtor dues and license renewal, and at least \$50 towards an RPAC contribution. You'll need to write those checks by the end of November AND complete six units of Continuing Education. Have you gotten that done yet? NWAR will offer some options for those who need to wrap that up – check the calendar for dates.

Also on the calendar, please see fresh Lunch & Learn opportunities, Professional Standards seminars, and a special Fair Housing seminar with a Pulitzer-winning journalist! Won't be too long and you'll see a note for bell ringers!

Thanks for voting to approve our NWAR budget on 9/21. We appreciate your faith in our leadership and will continue to keep spending controlled and focused on benefiting NWAR Members - both directly



via programs/benefits and indirectly through supporting our Northwoods community. Each year, we have given thousands of dollars in your name to food pantries, children's help organizations, community shelters, and organizations that help provide housing. We serve YOU, and

we serve our neighbors.

Friends, it has been an honor to complete this year as your President in 2021-22. What an incredible year for real estate in our part of the world. My thanks for your support, and your help in serving on committees, the Board of Directors, and in the many ways you have advanced the value of Realtors to our community.

My final order of business will be passing the President's gavel to Andy Harris at Norwood Pines on the 29th. Andy has already proven to be a fine leader as the long-time chair of multiple committees and having years in the boardroom as well. His experience in the Air Force will come in handy too. Please welcome Andy and have an excellent Autumn!

Pete

The Buzz:

- **September is REALTOR Safety Month**
- **Prof Stnds Training - Minocqua Oct 21st (w/ lunch)**
- **Lunch & Learn Returns Oct 12th - Easements & Premiums**

Affiliate Spotlight

GOWEY ABSTRACT & TITLE COMPANY



Why Gowey Title?

Quality - Full searches on all transactions with no prior title work.

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MidwestTitleGroup.com

Real Estate License & Membership Renewals

NWAR renewal statements were mailed out recently and we are pleased to report that NWAR and WRA dues are unchanged for the year ahead, while NAR had a modest \$10 increase to their consumer advertising assessment. Please renew your membership by November 30th and note the yellow insert (see pg 2) about a special RPAC incentive this year. If you have any changes to your contact info, membership status (eg: switching NWAR from secondary to primary local board) or do not receive your statement by 9/30, please contact Matt for prompt assistance.

Even-numbered years are also real estate (and business entity) license renewal years, so make sure to complete 18 hours of CE and renew your real estate (and entity if you have one) license before they expire on 12/14/22. You can complete CE online through WRA or attend video CE at NWAR starting 10/27 (see pg 3), and the DSPS license renewal portal is not open presently for real estate licensees but should be by early November - add a note to your calendar!

Our NWAR Newswire has an article from spring with more details on your CE options and license renewal instructions - read more at: bit.ly/NWARCE22

LICENSE



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President's Message

Ed Choinski, GNMLS

I cannot believe it has been a year already. Time sure goes by fast when you're having fun!

There are so many things that have happened within and outside our Board. One of the first things I think about are our friends who are no longer with us. We keep plugging away as if Father Time doesn't exist, not realizing that one day it will be our turn. I ended every article reminding REALTORS about your reputation, and I hope that one of the things people will remember is how they were treated and talked about.

I cannot thank Lon enough for his guidance and his trust this past year. I can assure you his level head kept me out of a few tough spots. Matt also gets a shout out for sharing his voice of reason throughout the year, and the two of them



have our association firmly on their minds when they offer advice. I would like to thank the rest of my colleagues who served on the Board with me. Thank you for your patience and thank you for helping our Board get through another year. The Board will be in great hands with your next MLS president Dan Pudlo who is an appraiser and sees things a little differently than others in

the boardroom. This should help to make us even stronger as we move forward.

Lastly, I still wish our Members would participate at more functions and at our meetings. You would not believe what you could learn watching the Board interact each month. I also wish more members would realize the value in our website UpNorthMLS.com. I really feel like its time we require more of our Members some way or somehow. All you have is your reputation no matter what you do in life, and I would prefer to give folks something good to talk about.

Thank you for the opportunity to serve as your MLS President. It was an honor. My final "thank you" is to the Bears for helping us right the ship, as is tradition.

Ed

September is REALTOR Safety Month

We are blessed to live in the relative peace and tranquility of the Northwoods, but safety should remain top of mind for REALTORS in any region.

NAR is hosting a **"REALTOR Safety Coast to Coast" webinar Sept. 22 @ 1:30pm** that we hope you can attend - see bit.ly/NARSafe22 and note that several past safety webinars are archived as well; a recording of the 9/22 webinar should be added there soon.

We also encourage each of you to take a few moments to review the NAR Safety page at nar.realtor/safety for a variety of tips and best practices, training vids, personal protection resources and a safety strategy plan you can implement for your office.

NWAR also provides a Dropbox folder with various resources (annual NAR Safety Report, tips, posters, tools, etc) to new REALTORS during orientation, and we invite everyone to review them: bit.ly/NWARSafety



Budget Vote Results

THANK YOU for keeping NWAR & GNMLS in business another year by voting resoundingly to approve our new budgets!



GNMLS has had a banner year with several new firms and agents joining, which enabled the board to give generously to local charities in 2022. By a 97% favorable vote of 67-2 on 9/19, GNMLS Participants approved the 2022-23 GNMLS Budget which includes \$10k in community investments and \$15k in advertising.

The NWAR Budget was also approved Sept 21st by a 95% majority vote of 170-9. The new NWAR budget includes \$15k+ towards charities, scholarships, advertising and Member benefits like educational incentives and Tech Helpline in the year ahead. We appreciate your vote of confidence and remain committed to managing NWAR and GNMLS with fiscal prudence and good governance!

RPAC Special Incentive

by RPAC Chair Cheryl Eskridge

Our online RPAC Auction and iPad Air Contest (won by Kristin Gullickson-Wild) started our 2022 RPAC campaign off on a high note once again this year, but we are still just short of halfway to our goal for the year. It is therefore critical to keep our streak intact that you include the optional RPAC investment with your timely dues renewal by November 30th. While the recommended investment is \$50, we appreciate whatever amount you can spare for RPAC when renewing. Note also that WRA has a unique Direct Giver program (minimum \$100) which will allow you to control which candidate(s) receive your investment - just include a *personal* check for \$100+ payable to "WRA Direct Giver" when renewing, and you can then instruct WRA (or Matt) on what amount(s) you wish to distribute to candidate(s) of your choosing!

The yellow insert with your 2023 NWAR renewal statements also notes a special incentive: if at least 150 Members include \$50+ to RPAC/DG when renewing by 11/30, we will make a \$500 donation to Tri-County Council on Domestic Violence and Sexual Assault (TCCDVSA) from our remaining RPAC promo budget. If 200+ Members give \$50+ by 11/30, we'll increase that to \$700. We will also send TCCDVSA a list of all NWAR Members whose support for RPAC enabled us to make this charitable donation. Lastly, we will once again recognize all RPAC/DG donors who give \$100+ at our Christmas Party (with a sweet treat) as well as in our January newsletter, and investors of \$500+ will include a photo while \$1000+ givers will also be recognized on the NWAR website in early 2023. THANK YOU for your support for RPAC so we can hopefully reach our goal once again in 2022!



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
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
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 Novus Mortgage	Minocqua	Dee Cayo	715-482-7022
Vilas Title Services	Eagle River	Rick Ernst	715-479-4070
Wisconsin Benefit Planning	Minocqua	Charlie Quimette	715-356-2300

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Barbara Herbst (Flietner)
Ph: 715-661-0561

ENVPropSolutions@hotmail.com

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Eagle River



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Available on Google Play and the App Store
TechHelpline
Your go-to technology experts
Link: bit.ly/NWAR-THL

MLS Memo



Lon Fisk - lon@northwoodsrealtors.org

September ends our fiscal and election year and I want to thank the MLS Board for serving and guiding this business. We have 3 directors leaving: thank you to Bonnie, Jim and Mark - and 3 new directors coming on: welcome to Chris, (different) Jim, and Steve. Special thanks to Ed aka "Chewy" for shepherding the past year as MLS President.

Many new offices and agents have joined this year and it has been a strong financial year for GNMLS. We just distributed \$7,500 to local charities in the name of REALTORS, and we are proud to help support our communities. The new budget will allow us to give even more in the year ahead.

There always seem to be hot topics and crises to worry about, but we need to also take a moment to breathe deeply and be thankful for the people around us. I'm thankful that in 10+ years Matt and I still get along well (most days), thankful for all who serve on the Boards and thankful for the many cool agents we get to work with. Be your best.

MLS Tip: See the MLS popup note or [click here](#) to read about a new security update to your SentiKey app.

NWAR Video CE Starting 10/27



Just over 2 months left to complete your real estate CE and renew your license before it expires on 12/14/22. One easy and affordable option is [WRA online CE](#) but if you have tech or internet woes, let us handle all that by attending video CE at the NWAR board office!

NWAR-Hosted Real Estate CE:

Thu Oct 27 - CE1 (9-12:30) & CE2 (1:30-5)

Thu Nov 3 - CE3 (9-12:30) & CE4 (1:30-5)

Thu Nov 10 - CE5 (9-12:30) & CE6 (1:30-5)



Details & Registration: bit.ly/NWAR-CE



**The Regulation of
Homeowners
Associations:**

wra.org/Legalupdates



**WRA August
Home Sales Report:**

wra.org/HSRAug2022

AE Corner

Matt Seegert - matt@northwoodsrealtors.org

I miss the good old days when a year seemed to last a decade instead of the other way around. While my scalp got plenty of sun at our June golf outing, I've had only a few chances since for the rest of me to catch up to my matchstick head!

It has been a fast & furious year for all, and I was lucky to have NWAR President **Pete Rondello** at the helm offering quick and calming advice whenever I felt the sky falling. Fortunately the sky's still up there and the sun's shining today, though I think we'd all welcome a few rainy days to refill our rivers and reservoirs. Thank you to all 2021-22 Directors & Committee Chairs and a fond farewell to departing Past President **Andrea Krueger** and Director **Cassi Rupnow** whom I'd gladly welcome back to the board any time!

In addition to a new year under incoming President **Andy Harris**, I'm also looking forward to three other things: our dinner next week with 120+ signed up, the Hwy 47 repaving for my car's sake, and the new Taco Bell (if it opens) in town to help heat my home this winter! 8^)

AE Tip: We completed a (mostly) backend refresh of the NWAR website recently; please let me know if you notice any issues or have any suggestions!

REALTOR Anniversaries

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

25 Years:

Richelle Kohl - Schmidt-Haus Realty, Manitowish Wtrs

20 Years:

Joe Flanders - Flanders Realty Group, Rhinelander

John Krueger - John Krueger Realty, Rhinelander

15 Years:

Maria Schuelke - T & M Future 7, Butternut

5 Years:

Renee Merrigan - Woodland Lakes Realty, Tomahawk

Steve Petersen - Steve Petersen Realty, Woodruff

Michael Queoff - Eliason Realty of the North, Eagle Rvr

Members who attend a general meeting within 1 year of anniversary will receive a free anniversary pin. All others may order a pin (cost \$10) by contacting NWAR.

Prof Standards Training - Oct 21

WRA Prof Stnds Director **Tracy Rucka** is heading home Oct 21st to join us at IncredibleBank in Minocqua for a Professional Standards class from 9am-3:30pm.

This class is free for NWAR Members and includes a catered lunch, and we will also offer virtual attendance. Attendees will gain clarity on at-times blurry issues like procuring cause, plus learn some tips to help you avoid or resolve conflicts and stay out of the hot seat!

Details & Registration: bit.ly/NWARPS22

October L&L: Easement Law & Premiums

Title Examiner Sara Mortensen of Northwoods Title & Closing Services will kickoff our new season of Lunch & Learns at the board office on Wed 10/12 from 11:45a-1:00p. Join us in-person for some free Subway or virtually to get a timely update on changes in easement laws and other title concerns.

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 your attendance.

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

REALTORS® on the Move

New GNMLS Subscribers:

Name	Office
Meredith Benson	YourChoiceRealty.net* - Wausau
Dave Forehand	Realty One Group Haven - Appleton
Sarah Forehand	Realty One Group Haven - Appleton
Matt Jorgenson	Keller Williams Green Bay / UP
Joy Knoedler	YourChoiceRealty.net* - Wausau
Julie Parkansky	Realty One Group Haven - Appleton
Christopher Piette	Realty One Group Haven - Appleton
Khala Strayer ¹	CR Realty - Antigo
David Weber ¹	Eliason Realty of the North - St Germain

Transfers & Releases:

Name	From	To
Elizabeth Dellenbach	People First Realty - Rhinelander	Flanders Realty - Rhinelander
Joy Kohegyi	EXP Realty - Minocqua	Real Broker LLC - Sun Prairie
Madison Krueger-Brown	Wild Rivers Group - Tomahawk	
Donna LeClair	Flanders Realty - Rhinelander	
Amanda Mortag	Century 21 Burkett - Eagle River	Re/Max Property Pros - ER
Katie Parfitt	House to Home Now [^] - Madison	
Allen Siems	Century 21 Burkett - Eagle River	

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



YTD Sales Update

On/Off Water	Median Price		Units	
	2021	2022	2021	2022
SFH Off	135,000	160,000	955	823
SFH On	319,000	391,875	842	670
Land Off	31,500	35,000	606	500
Land On	73,000	75,000	548	315

With rates rising and prices up ~20% YOY nationwide, it's unsurprising to read that Google searches for "Sell My House" are at an all-time high. No time like the present to take profits on your McMansion and retire (or remote work) in a relaxing retreat up north!

The exodus from cities to rural areas has made our market tough for first-timers, but a recent NAR survey suggests they're saving & eager for the opportunity to at long last move out of mom's basement. While a downturn seems inevitable, it's also possible our region may rebound quickly!

Lockbox Leaders



% Active Listings w/LBs	
People First Realty Group	100%
Steve Petersen Realty	100%
White Pine Realty	100%
Gold Bar Realty	67%
Key Insight	67%
Schmidt-Haus Realty	67%
Re/Max Action North	64%
NorWisRealty.com	57%
Wolf River Realty	57%
Woodland Lakes Realty	57%

Active Listings (exc land/comm): 980
LB Participants Active List: 740 (76%)
Eligible Listings w/LBs: 329 (45%)

FREE Dinner on NWAR!

See page 2 of our [March Newsletter](#) for an opportunity open to NWAR Members to earn a FREE dinner at our Xmas Party. All you need to do is complete three free NAR online courses: [Fairhaven](#) + the [DEI](#) & [Fair Housing](#) self-study modules (~1-2hr total) and forward the completion emails to Matt to get your [name on the freebie list!](#)

LUNCH & LEARN

Date	Lunch & Learn Course - Venue
Oct 12	Title Update: Easement Law & Premiums w/ Sara Mortensen - NWAR Office & Virtual
Nov 9	Fair Housing Speaker Seminar w/ Bill Dedman - Cabaret Cove, Rhinelander - see bit.ly/3LEeRNa
Dec 7	ANSI Update: Calculating Square Footage w/ Chris Seeliger - NWAR Office & Virtual

"None of us has a monopoly on wisdom and we must always respect other points of view." - Queen Elizabeth II

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	493-7630
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, October 20th

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 Sept 30th, you will earn a free **Instagram for Real Estate Professionals** webinar (\$30 val) PLUS a chance to win a pair of AirPods from Revive.

Earn your MVP reward at:

[MVP.REALTOR](https://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 470+ 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 200 Member offices comprised of nearly 700 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

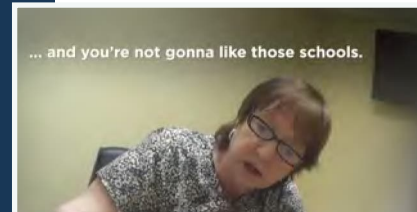


bit.ly/NWAR-LI



"We would recommend this class to everyone."

Sharon Sunkel, Durham Realtors®, North Carolina



"This is one of the best classes we have provided to our members and the public. It was a truly eye-opening experience for staff and the members. The presentation was incredibly interactive and engaged the audience in a more meaningful way than other classes."

Tim Beaubien, former Director of Government Affairs, Santa Clara Association of Realtors®, California, now with Arizona Realtors®

"Great job! The webinar was amazing, and we will have a lot of demand from people who were unable to attend to watch the video in the future. Attendees thought it was an excellent webinar."

Christy Auld, Governmental Affairs Director, Greater Chattanooga Realtors®, Tennessee

"We are so grateful, and I know this event provided a lot of value to our membership. Thank you for doing such valuable work that truly sheds a light on how our industry can improve."

Joel Gillison, former Local Government Affairs Director, Greensboro Regional Realtors® Association, North Carolina

"We have received many positive comments about your presentation, and the conversations after made the program that much more successful. Thank you!"

Sue Blumhoefer, CEO, West Central Association of Realtors®, Willmar, Minnesota

"Bill's presentation on Lessons Learned from Long Island Divided was instrumental in our fair housing strategy, laying a foundation for the expansion of our education offerings to address these critical issues."

Wesley Stefanick, CEO, Delaware Association of Realtors®

"Bill Dedman is one of my heroes when it comes to racial justice in real estate. Not only is he an engaging presenter, he truly cares about his audience. He's willing to have deeper conversations to facilitate understanding and acceptance. Bill knows how to speak the language where the point is received clearly, effectively, and impactfully for every person in the audience."

Brian Copeland, Past President, Greater Nashville Realtors®, Tennessee, moderator for Alabama Association of Realtors® and others

NWAR Fair Housing Guest Speaker Lunch Seminar - Wed Nov 9th (11a Lunch, 12-1:30p - Bill Dedman Speaker)
Free for NWAR Members, \$10 for Nonmembers
Registration: <https://northwoodsrealtors.org/nwar-members/guest-speaker-seminar/>



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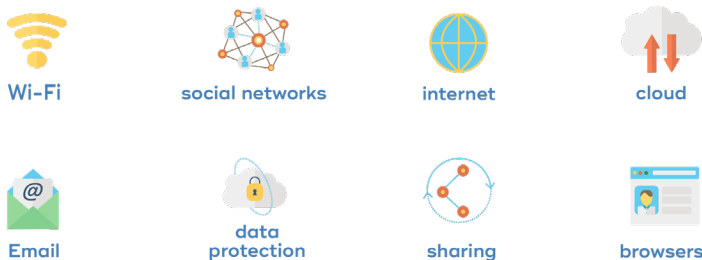
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GENERAL TECH ISSUES

- Helping with your mobile world: syncing, screenshots, hotspots, etc.
- Providing picture-perfect assistance: settings, sharing, backups, etc.
- Giving social media guidance: Facebook, Twitter, Instagram, Snapchat, etc.
- Setting up Alexa or Google Home devices
- Casting from your PC to your TV
- Mail merging labels for your holiday mailing
- Solving image format issues
- Getting your iTunes library organized or sharing your Spotify Playlist
- Setting up two or more monitors on your computer or laptop
- Answering Apple CarPlay or Android Auto Help questions
- Giving website hosting advice
- And much, much more!

THE BEST PART

- There are no additional fees; it's already included in your membership.
- No limits on the number of calls or on the length of time per call.
- Experienced, reliable, professional and courteous assistance.
- Assistance in English or Spanish.
- U.S.-based analysts located in Orlando, Florida.

LEARN MORE



Watch video (3 min.)
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Download Tech Helpline's new Mobile App in the App or Play Store!
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