

# The Realty Review

Volume 13, Issue 9

September 2023

Northwoods Association of REALTORS® & Greater Northwoods MLS®

## President's Message

### Andy Harris, NWAR

As I wrap up my term, I wanted to thank everyone for your faith in me to lead NWAR in what has been another strong year for our local market despite a historically low inventory. While the boom days might be winding down, the good news is we may once again find ourselves with enough homes to sell our buyers.

While I toss the hot potato, I have tons of confidence in Ed Raasch who will take over as NWAR President and I thank him for stepping up. Also, our new leadership team is fortified by Kim Brixus as our new Treasurer as well as our new Directors including Cala Neu, Judy Barr, and Chris Raasch.

For all their contributions, I want to thank departing Past President Pete Rondello, Treasurer Jon Long, and Director Paul Ross. Finally, I want to thank all of our committee chairs without whose efforts we could not reach the many goals we achieve each year in terms of education, raising the bar of professionalism, staying engaged with consumers and



policymakers, investing in our Northwoods community, and providing our Members the tools and support to flourish in your career.

Looking ahead, we have a great season of Lunch & Learns starting in October followed in November by a

special guest speaker luncheon and WRF food build to help Northwoods children facing hunger. Plenty on our calendar and I encourage everyone to take advantage of these fine opportunities that are well worth the free price of admission even without the bonus free lunch!

Thank you everyone who attended our Installation Dinner and I hope you enjoyed the fine food and atmosphere at Bootleggers Lodge. I'll see you around as I continue watching our association grow and thrive in my cool-down year to come as Past President.

Andy

### The Buzz:

- **New Lunch & Learn Season & Nov 8 Guest Speaker Luncheon**
- **Nov 9: WRF Food Box Build for Local Kids \*Volunteers Needed\***
- **Distinguished Service Awards - \*Submit Nominee(s) by Oct 15\***

### Affiliate Spotlight

## Peoples STATE BANK

Peoples State Bank opened in 1962 as an independent bank dedicated to customer satisfaction.

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## "Zen Real Estate" Speaker Luncheon - Rhinelander 11/8

Join us for a special Guest Speaker Luncheon **Wednesday November 8th at Cabaret Cove in Rhinelander** with **"Zen Real Estate" Coach Clint Pardoe** joining us for a 1-hour live virtual presentation. Mr. Pardoe is a former Communications Professor turned Business Coach who has spoken at large companies like Apple, NAR convention, and several large real estate associations and firms.

Attendees will gain valuable insights on ways to work more efficiently, build a powerful brand to generate more leads, and reclaim control of your schedule. Mr. Pardoe's **Zen Real Estate Program** will help you find your niche and demonstrate to clients and customers that you are the right REALTOR to help them achieve their desired future.

Attendance is free for NWAR Members, \$10 at the door for others and includes a catered lunch of DIY deli sandwiches, salad and brownie dessert starting at 11am. Please arrive early to build your lunch and be seated before Mr. Pardoe's presentation from 12-1pm.

**"Zen Real Estate" Guest Speaker Luncheon Registration:** [bit.ly/NWAR-Zen23](https://bit.ly/NWAR-Zen23)



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## President's Message

### Dan Pudlo, GNMLS

Once again the leaves are changing colors, and that signals a changing of the guard at NWAR and GNMLS. I have a hard time believing how fast my year as president went by! This would not have been possible without the great Officers and Directors that help steer us through the twists and turns each year. A very special thank you to the Board and Lon and Matt for their guidance.

Some of us can remember the yellow and white books we had for MLS info and carbon copy offers to purchase and listing contracts. Things have really changed with time and technological innovation. With these advances like the internet, hundreds or thousands



more people see the information in our MLS data sheets. My goal as president was therefore to have some of the best MLS data out there. With so many buyers and sellers, lenders and underwriters plus many others viewing our MLS data sheets, accuracy is important.

I thank all the Brokers and Salespersons who put forth a strong effort to make our MLS data sheet as accurate as possible. This makes our profession as REALTORS better with quality CMAs to assist sellers. It also helps ensure appraisers do a better job with timely and accurate appraisals. Thank you to all of you who make our MLS data better. This is *all of ours'* MLS, and I greatly appreciate all who called me or Lon with suggestions on how to make our MLS system even better. Thank you again for trusting me to lead GNMLS this past year. It has been my privilege and pleasure to serve!

Dan Pudlo

## 2023 Distinguished Service Awards

At our annual Christmas Party, NWAR presents our highest honors - NWAR Distinguished Service Awards - to one NWAR REALTOR and one Affiliate. While we used to have a committee that nominated each in past years, we democratized the process a few years ago by allowing *any* NWAR Member to nominate a fellow NWAR REALTOR or Affiliate for this award. The NWAR Board will then review all nominations and choose the award recipient(s) based upon the compelling case you make when nominating them.

In order for the Board to select this year's DSA recipients, they first need to receive nominations. The process is simple since you just need submit an online form letting us know what makes your nominee(s) worthy. Your reasoning could be exceptional achievements and/or milestones in their career, dedicated volunteer service to fellow Members, and/or outstanding support for their local community.

**Please submit your NWAR DSA nominee(s) by October 15th** and we will contact you in late October to let you know if your nominee(s) is/are selected to receive this venerable honor!

**NWAR DSA Nomination Form:** [bit.ly/NWAR-DSA-Nom](https://bit.ly/NWAR-DSA-Nom)



## 2023-24 Budget Vote Results

Thank you to everyone who voted earlier this month to approve the 2023-24 NWAR and GNMLS budgets. We appreciate your vote of confidence in funding the benefits, programs and initiatives we have planned for the year ahead, and special thanks for approving the one-time charge of \$5k in each budget which will be used to double the impact of our upcoming WRF food build for hundreds of Northwoods kids facing hunger.

**NWAR:** By a tally of 129-12 or 91%, the NWAR 2023-24 budget was approved. While we understand those who voted "nay" given the sizable forecast loss next year, this is intentional as we continue a controlled drawdown of excess reserves. More importantly, future budgets can be curtailed after this multi-year drawdown concludes since a number of budget lines are optional, though being put to good use for now by supporting our communities and promoting working with a REALTOR.

**GNMLS:** By a tally of 55-1 or 98%, the GNMLS 2023-24 budget of a bit above breakeven was resoundingly approved. GNMLS has shown strong membership growth in recent years and as such, GNMLS has rolled out new programs like FOREWARN and ShowingTime while keeping fees unchanged.



## WRF Food Box Build - Woodruff Nov 9<sup>th</sup>

The **Wisconsin REALTORS® Foundation** (WRF) is a WRA-operated charitable foundation that primarily serves to provide meals to Wisconsin children facing hunger, as well as to help support disaster-stricken communities in our state. NWAR was selected this year to receive a \$10k grant from WRF toward a food box build to help feed hundreds of Northwoods children facing hunger over the Thanksgiving holiday recess when school meals won't be available. NWAR and GNMLS offered to add \$5k each which was just approved in our new budgets, so the \$20k combined will help feed around 1000 local kids in need!

In order to convert several pallets into take-home boxes that will be distributed throughout our region, we are hoping for several volunteers to join us at Lakeland Pantry in Woodruff for a shift of at least 2 hours that morning or afternoon. Volunteers will receive a WRF tee shirt and free lunch, plus the peace in knowing you helped make a *real* difference for hundreds of local kids!

**THANK YOU for Volunteering - Please Signup by 10/20 at:** [bit.ly/NWAR-WRF23](https://bit.ly/NWAR-WRF23)





Affiliate Company	Location	Affiliate Name	Phone
<a href="#">AmeriSpec Inspection Services</a>	Rhineland	<a href="#">Brad Francis</a>	715-493-0185
<a href="#">Associated Title &amp; Closing Services</a>	Ironwood MI	<a href="#">Roy D'Antonio</a>	906-932-6340
<a href="#">Big Moose Home Inspections</a>	Bessemer MI	<a href="#">Tom Ruemenapp</a>	906-663-2221
<a href="#">Comparion Insurance Agency</a>	Stevens Point	<a href="#">Jordan Schmidt</a>	715-571-4605
<a href="#">CoVantage Credit Union</a>	Antigo	<a href="#">Michelle Brettingen</a>	715-627-4336
<a href="#">CoVantage Credit Union</a>	Antigo	<a href="#">Pam Jansen</a>	715-627-4336
<a href="#">Crossbridge Community Bank</a>	Tomahawk	<a href="#">Deb Duncan</a>	715-453-5354
<a href="#">Crossbridge Community Bank</a>	Tomahawk	<a href="#">Jennifer Nerva</a>	715-453-5354
<a href="#">Gowey Abstract &amp; Title</a>	Minocqua	<a href="#">Mike Brandner</a>	715-356-3000
<a href="#">Home Warranty Inc.</a>	Park Falls	<a href="#">Jason Probst</a>	877-977-4949
<a href="#">IncredibleBank</a>	Minocqua	<a href="#">LeAnn Hayden</a>	715-358-9319
<a href="#">Knight Barry Title Service</a>	Minocqua	<a href="#">Patrick Hugunin</a>	715-439-4114
<a href="#">Nicolet National Bank</a>	Eagle River	<a href="#">Leah Brown</a>	715-479-8484
<a href="#">Northwoods Property Inspections</a>	Park Falls	<a href="#">Michael Weidman</a>	715-934-9105
<a href="#">Northwoods Title &amp; Closing Svcs</a>	Eagle River	<a href="#">Maryann Fath</a>	715-479-6459
<a href="#">Oneida Title &amp; Abstract</a>	Rhineland	<a href="#">Jeanne Smith</a>	715-362-3348
<a href="#">People's State Bank</a>	Eagle River	<a href="#">Tori Dunlap</a>	715-337-2614
<a href="#">People's State Bank</a>	Minocqua	<a href="#">Tim Sanderson</a>	715-358-7070
<a href="#">Shoreline Title Services</a>	Rhineland	<a href="#">Hunter Piasecki</a>	715-369-3934
<a href="#">The Cayo Group at Novus Mortgage</a>	Minocqua	<a href="#">Dee Cayo</a>	715-482-7022
<a href="#">Vilas Title Services</a>	Eagle River	<a href="#">Rick Ernst</a>	715-479-4070
<a href="#">Wisconsin Benefit Planning</a>	Minocqua	<a href="#">Charlie Ouimette</a>	715-356-2300

## NWAR Sponsors\*

### ENV Property Solutions

Butternut  
Barbara Herbst (Flietner)

Ph: 715-661-0561

[ENVPropSolutions@hotmail.com](mailto:ENVPropSolutions@hotmail.com)

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### loanDepot.com

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Larry Potesman

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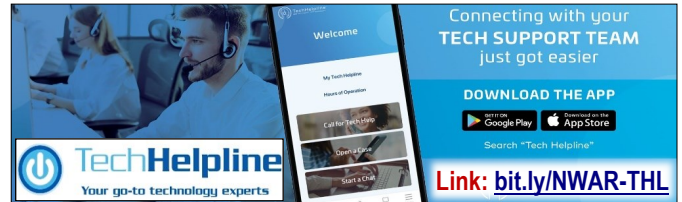
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[sonicnet.us](http://sonicnet.us)

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



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DOWNLOAD THE APP  
GET IT ON Google Play  
Download on the App Store  
Search "Tech Helpline"

Link: [bit.ly/NWAR-THL](http://bit.ly/NWAR-THL)

## MLS Memo



Lon Fisk - [lon@northwoodsrealtors.org](mailto:lon@northwoodsrealtors.org)

We are asked often to add new roads to the GNMLS database. To get it added quickly, please email us a copy of the tax bill with the property site road name, county and municipality all clearly marked. For consistency in searching, all lettered county roads are designated CTH and all state or federal highways are HWY. No directionals are used with these.

Numbered streets will be entered as numbers, and any compass directions are placed at the end, eg: 6th St N.

Driveways are not eligible for entry in GNMLS. Vilas Co Chap 28 says a road must serve 3+ properties, and Oneida Chap 16 requires 5+. GNMLS will add roads serving 3+ as long as the town has named it on their tax records. Private roads in trailer parks may not be added, and the address should be the office address on the public roadway; the Directions field can name private roads. Please review our naming standards at: [www.northwoodsrealtors.org/GNMLS\\_Street\\_Name\\_Standards.pdf](http://www.northwoodsrealtors.org/GNMLS_Street_Name_Standards.pdf)

MLS Tip: State-wide parcel information can be found here: [maps.sco.wisc.edu/Parcels](http://maps.sco.wisc.edu/Parcels)

## NAR WTTL: Working with Non-English Speaking Clients

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 September video "Working with Non-English Speaking Clients" with NAR Attorney Deanna Rymarowicz shares best practices when serving Limited English proficiency or "LEP" customers to avoid inaccurate translations and adhere to the Fair Housing Act.

Watch NAR's latest WTTL video at: [bit.ly/NAR-WTTL](http://bit.ly/NAR-WTTL)

WTTL "Must-Watch List for New REALTORS": [bit.ly/WTTL-MW](http://bit.ly/WTTL-MW)



"Copyright  
Considerations for Real  
Estate Licensees"

[wra.org/LegalUpdates](http://wra.org/LegalUpdates)

WRA August  
Home Sales Report:

[wra.org/HSRAug2023](http://wra.org/HSRAug2023)



## AE Corner

Matt Seegert - [matt@northwoodsrealtors.org](mailto:matt@northwoodsrealtors.org)

Thank you all who came to our Installation Dinner including WRA President & CEO Mike **Theo** and wife Sheryl. We hope you enjoyed the evening and look forward to seeing you again at an upcoming event or class as we ramp up NWAR activities now that peak selling season is winding down.

2024 renewal statements were mailed in mid-September and should have arrived by now; let me know if you need me to resend it and to what address. The due date is 11/30/23 and you can read about changes to 2024 WRA dues and RPAC on the WRA website at: [bit.ly/3tdLPik](http://bit.ly/3tdLPik)

I echo outgoing NWAR President Andy's gratitude to all who served on our boards and/or committees this past year, and especially Andy himself whose dedication and responsiveness despite keeping a busy schedule earns him my eternal gratitude. I also bid a fond adieu to Pete Rondello, Jon Long and Paul Ross who've finally earned parole after years on the board, though I hope you turn out to be recidivist volunteers! It's been a pleasure doing "board time" with each of you!

AE Tip: The 9/28 Installation Dinner photo gallery is up in our [Member Facebook Group](#) and Dropbox - see all the action photos at: [bit.ly/3tdv1b0](http://bit.ly/3tdv1b0)

## REALTOR Anniversaries

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

### 10 Years:

**Paul Christie** - Redman Realty Group, Minocqua

**John Nedden** - Integrity REALTORS, Antigo

**John Zenk** - First Weber, Rhinelander

### 5 Years:

**Melissa Mayer** - Lakeplace.com - Vacationland, Mnq

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.

## Legislative Engagement: TRHs & STRs

NWAR is currently working to provide friendly guidance to local towns and counties who are drafting or revising their tourist rooming house and short-term rental ordinances. We are engaged presently with Washington Twp and Vilas County in that regard, and Lincoln Twp was working on an ordinance but seems now to be deferring to Vilas County's draft. If your town/county has a proposed ordinance you'd like NWAR's help with, please contact Matt for assistance!

## Up North Update

On/Off Water	Median Price		Units	
	2022	2023	2022	2023
SFH Off	160,000	175,000	827	649
SFH On	393,000	385,000	670	507
Land Off	35,000	37,900	506	421
Land On	75,000	100,000	315	204

On-water SFH medians have eased at -2% thru August YOY, though off-water medians remain strong at +9.4% YOY. Land medians are also up +8.3% (off) and +33.3% (on) thru August which suggests many are still eager to move (and build) here, but perhaps there are fewer investment buyers.

Hopefully the budding building boom and speculative buyer cooldown helps balance supply and demand in our market before long. The tea leaves seem reassuring that buyers are still seeking to stake a claim to the Northwoods good life!

## Lockbox Latest

GNMLS Actives (exc land/comm): 1012  
LB Participants Actives: 858 (85%)  
Eligible Listings w/LBs: 293 (34%)

GNMLS Lockbox Resources:

[bit.ly/GNMLS\\_LBs](http://bit.ly/GNMLS_LBs)



## FAQ of the Month

**"What if my listing has a cottage or other finished space?"**

Finished areas in addition to the primary residence may be listed as an Accessory Dwelling Unit (ADU) but not included in the beds/baths or rooms and square feet of the primary. Remarks may note the inclusion of a x bed, x bath guest cottage. See more in our FAQs.

MLS FAQs: [bit.ly/GNMLS-FAQ](http://bit.ly/GNMLS-FAQ)

## Lunch & Learn Returns Oct 11<sup>th</sup>

Oneida County Zoning Specialist Diann Koshuta will kick off our new Lunch & Learn season on Wednesday Oct 11<sup>th</sup> from 11:45a-1:00p at Rhinelander Chamber. Join us in-person for free Subway or (wifi-permitting) virtually for a refresher on county zoning ordinances, recent changes and possible changes to come. Don't miss this fine opportunity to ensure you know your local ordinances so you are ready to provide a good answer the next time a buyer asks "Can I do XYZ out of my garage if I buy this property?"

Please fill out the link below to inform us of any 2023-24 L&L classes that interest you and mark your calendar accordingly. We will send you a reminder email as the date approaches to confirm your live or (when possible) virtual attendance.

**NWAR LUNCH & LEARN REGISTRATION:** [bit.ly/NWAR-LunchLearn](http://bit.ly/NWAR-LunchLearn)

## LUNCH & LEARN

Date	Lunch & Learn Course - Venue
Oct 11	Shoreland Zoning Update w/ Oneida Co Zoning Admin Diann Koshuta - Rhinelander Chamber of Commerce
Nov 8	<a href="#">"Zen Real Estate" Guest Speaker Luncheon</a> w/ Zen Real Estate Coach Clint Pardoe - Cabaret Cove, Rhinelander
Dec 12	GIS Maps: Accessing & Exporting w/ Educ. Cmte Chair Ben Parsons - NWAR Office, Woodruff

## REALTORS® on the Move

### New GNMLS Subscribers:

Name	Office
Mark Belmas <sup>1</sup>	The Real Estate Store - Ironwood
Jane Carlson-Ballone <sup>1</sup>	The Real Estate Store - Ironwood
Galya Georgieva	Coldwell Banker - West Bend
Gabriella Miller <sup>1</sup>	Coldwell Banker Mulleady - Minocqua
Michael Moen	Keller Williams Lake Country - Hartland
Savannah Moser	Moser Appraisal Services - Crivitz
Sara Papp	Keller Williams Southwest* - New Berlin
Von Raspothnik <sup>1</sup>	First Weber - Rhinelander
Mark Smith	Keller Williams Southwest - New Berlin
Sheila Smith	Keller Williams Southwest - New Berlin
Tanner Smith	Keller Williams Southwest - New Berlin
Leah Suri <sup>1</sup>	Re/Max Property Pros - Eagle River
Janice Wyssling <sup>1</sup>	The Real Estate Store* - Ironwood
John Wyssling <sup>1</sup>	The Real Estate Store - Ironwood
Ellen Wyssling-Alonen <sup>1</sup>	The Real Estate Store - Ironwood

### GNMLS Transfers & Releases:

Name	From	To
Brad Adamovich	Adamovich Appraisals <sup>1</sup> - Eagle River	
Kendra Balistreri	Keller Williams Green Bay & UP	
Kristi Davis	Northwoods Community Realty - Thawk	
Michael Denis	Michael D Denis <sup>1</sup> - Rhinelander	
Anthony Jennings	Anthony Jennings & Crew <sup>1</sup> - Ashland	
John Morris	Re/Max Realty Pros - Milwaukee	Re/Max Platinum - Delafield
James Purcell	Re/Max Realty Pros <sup>1</sup> - Milwaukee	
Cate Saarnio	Century 21 Pierce - Mercer	
Judi Schmidt-Arnold	Schmidt-Haus Realty <sup>1</sup> - Mani. Waters	
Candace Schneider	eXp Realty - Minocqua	
Carol Shattuck	Pine Point Realty - Rhinelander	Key Insight - Rhinelander
Kathryn Towne	Re/Max Invest - Rhinelander	
Kristy Werner	Exit Midstate - Weston	

<sup>1</sup> = New NWAR Mbr  
\* = New GNMLS Ofc  
^ = Closed MLS Ofc



## Board of Directors 2022-23

(Area code 715 unless otherwise noted)

### Northwoods Association of REALTORS®

#### Officers (Term^):

Andy Harris, President	543-8900
Ed Raasch, President-Elect	224-3800
Jon Long, Treasurer (1)	996-2251
Pete Rondello, Past President	358-0450

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

Tynan Anderson (1-2)	453-3365
Tom Bird (2-2)	356-9521
Kim Brixius (2-2)	453-1188
Kristin Gullickson-Wild (1-1)	356-4457
Ryan Hanson (2-1)	358-5263
Cliff Kolinsky (1-1)	547-3400
Janel Pagels (1-2)	525-1008
Paul Ross (1-2)	762-3276

### Greater Northwoods MLS®

#### Officers (Term^):

Dan Pudlo, President	493-7630
Adam Redman, President-Elect	358-0450
Jackie Leonhard, Treasurer (1)	453-2673
Ed Choiniski, Past President	493-7827

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

Kathy Flannery (1-1*)	889-0330
Jim Mulleady Jr. (1-1)	479-1774
Chris Raasch (1-1*)	224-3800
Steve Petersen (1-1*)	614-3878
Adam Speer (1-1*)	339-2181
Julie Winter-Paez (1-1)	480-4333

^ 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 19<sup>th</sup>

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 act fast and follow [NAR REACH on LinkedIn](#) by 9/30 and fill out a form at the link below afterwards, you'll earn a free **2023 Technology Trends** webinar download (\$30 value).

**Earn your MVP reward at:**  
[MVP.REALTOR](#)

## 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](mailto:Staff@NorthwoodsRealtors.org)

Our office hours are 8am-5pm Monday through Friday

**Board Office Location:** [bit.ly/NWAR-Map](https://bit.ly/NWAR-Map)

Use East entrance (double doors by drive-up window)



**NORTHWOODS  
ASSOCIATION  
OF REALTORS®**



Greater Northwoods  
[UpNorthMLS.com](http://UpNorthMLS.com)



### 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 just over 200 Member firms comprised of ~720 brokers, agents and appraisers.

### NWAR & GNMLS on the Web:

**NWAR Homepage:** [NorthwoodsREALTORS.org](https://NorthwoodsREALTORS.org)

**Member FB Group:** [facebook.com/groups/northwoodsrealtors](https://facebook.com/groups/northwoodsrealtors)



[bit.ly/NWAR-FBK](https://bit.ly/NWAR-FBK)



[bit.ly/NWAR-TW](https://bit.ly/NWAR-TW)



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