



# The Realty Review

Volume 14, Issue 5  
May 2024

Northwoods Association of REALTORS® & Greater Northwoods MLS®

## President's Message

Ed Raasch, NWAR



Greetings to my fellow REALTORS and Associates!!

NAR regularly updates their Settlement FAQs page including guidance on: Practice Changes, Offers of Compensation, Written Agreements, Concessions and more. Please review it for answers to some of your questions at: [bit.ly/NAR-FAQs](http://bit.ly/NAR-FAQs) and contact the WRA Legal Hotline for help with any other questions. While these changes are happening faster than we'd prefer, they are necessary to ensure REALTORS continue serving the best interests of consumers in a fair and free marketplace. To reinforce the value of choosing a REALTOR, we are running new "REALTOR = Expertise" ads in Summer Times and Home Showcase all summer plus print and radio messages to remember our fallen heroes over Memorial Day.

Congrats to our six 2024 NWAR Family Scholarship recipients who each earned a \$500 jump start toward their bright futures. A few will join us with their proud REALTOR parent at our Election Dinner in Rhinelander on June 6<sup>th</sup> for which Matt says over 130 are registered. I look forward to seeing everyone soon and I thank our generous sponsors for helping make it fun regardless of the weather... fingers crossed for sunshine!

Election reminders were emailed earlier this month to NWAR and GNMLS voters. NWAR REALTOR & Affiliate Members will vote online Tue June 18<sup>th</sup> for our new NWAR Board to be seated in October, and GNMLS Participants (i.e. Managing Broker/Appraiser) will vote online Wed June 12<sup>th</sup>. Make sure to cast your ballot

before online voting closes at 9pm and if you're a dual NWAR and GNMLS voter, make sure you vote in both elections. Thank you to our 2024 candidates and our Nominating Committees who recruited them and though not all candidates can win a seat, our slates are so strong that voters can do no wrong!

I hope you found some R&R time over Memorial Day weekend, though Matt informs me the board office phones are quiet of late (which usually means REALTORS are busier) and Lon saw over 2 dozen new listings on a single day in mid-May. Hopefully these observations herald another strong summer to come as inventory rises to help meet still-strong demand! See you soon to ring the opening bell for selling season!

Let's have a great Summer Season and remember: WE ARE WORTH IT!

Ed

### The Buzz:

- **GNMLS & NWAR Elections:** Wed 6/12 & Tue 6/18
- **National Homeownership Month Resources**
- **Pivo Seminar Replay & More Upcoming Classes**

### Affiliate Spotlight

## SHORELINE TITLE SERVICES

Shoreline Title Services, Inc. has proudly served the Northwoods since 2002. Our comprehensive line of real estate services include Title Insurance, Letter Reports, Escrow and Closings, 1031 Tax Deferred Exchanges and Construction Disbursement and Inspections. Our experienced and professional staff can accommodate all your real estate needs!

### Shoreline Title

26 S Brown St, Rhinelander  
Ph: (715) 369-3934

### Lake Country Title

325 E Wall St, Eagle River  
Ph: (715) 477-1477

[www.Runkel.com](http://www.Runkel.com)

## That's Who We "R"

NAR is asking REALTORS and local and state associations to be outspoken about who we "R" by helping remind consumers about the value of working with a REALTOR. At right is the ad we are running this summer using resources from NAR's national ad campaign toolkit. We will surely do more throughout the year to emphasize the many benefits of choosing a REALTOR who can help buyers and sellers work through complexities and avoid pitfalls while undertaking one of life's biggest decisions. We invite REALTORS to share NAR's campaign advertising assets on your websites, social media and anywhere else you reach consumers. Please visit the link below for shareable videos, print and digital ads, social media copy and more to help remind people who we "R"!

**NAR Ad Campaign Assets:** [www.nar.realtor/thats-who-we-r](http://www.nar.realtor/thats-who-we-r)

**EXPERTISE.**  
JUST ONE OF THE MANY WAYS  
AGENTS WHO ARE REALTORS®  
WORK FOR YOU.

LET'S TALK

NORTHWOODS ASSOCIATION OF REALTORS  
UpNorthMLS.com

THAT'S WHO WE REALTOR

REALTORS® are members of the National Association of REALTORS®

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## President's Message

### Adam Redman, GNMLS



Welcome Summertime in The Northwoods! It's always amazing how one day the switch is turned on and it feels like summer. Amidst our busy lives, I hope everyone can find some quality time enjoying the Northwoods splendor with loved ones.

A few quick notes / reminders: When entering new listings, please check your verification screens. Listings are still being entered missing documents or other required information. Also, if you take a listing with named exceptions, please include "Named Exceptions" under the Agent Info items and Special Alert section. If you are entering listings you do not have a listing contract for, such as non-member listings or FSBO's, be sure you have the permission of the Listing Firm or Seller before entering it. Offers of Compensation: Compensation offerings will no longer be available in

GNMLS, or any products supported by the MLS, by mid-August. Also, effective no later than August 17<sup>th</sup>, anyone "working with a buyer" must have a signed agreement prior to any showing of the property. More information on the NAR Settlement: [nar.realtor/the-facts/nar-settlement-faqs](http://nar.realtor/the-facts/nar-settlement-faqs)

GNMLS Participant Brokers should be sure to vote electronically on June 12th for the candidates to serve on the Board of Directors for next year. A special thank you to those candidates

willing to run for this election including Dan Pudlo, Rick Bina, Rob Cornelius, Kathy Flannery, Chris Raasch and Julie Winter-Paez. Hope to see many of you at the Golf outing and dinner June 6th.

The GNMLS Board continues to increase the marketing funds available to promote and advocate the value of Realtors, budgeting \$20,000 this year towards this important ongoing campaign. We've also been strategically increasing our community involvement, outreach and donations to the Northwoods communities and local organizations.

We're all in this together, let's continue to be respectful and kind team players!

Adam

## GNMLS Election - Vote Online Wed 6/12

### GNMLS 2024 SLATE OF CANDIDATES

#### GNMLS President-Elect 2024-25:

*Dan Pudlo - Appraisal Associates, Land O Lakes*

#### GNMLS Director (3 seats available, \*= incumbent):

*Rick Bina - Northern Wisconsin Real Estate, Antigo*

*Rob Cornelius - CR Realty, Antigo*

*Kathy Flannery\* - Homeland Realty WI, Crandon*

*Chris Raasch\* - Woodland Lakes Realty, Tomahawk*

*Julie Winter-Paez\* - Re/Max Property Pros, Eagle River*

**Note:** Treasurer not on this year's ballot as GNMLS Treasurers serve 2-year terms ending in odd-numbered years.

Additional nominations by petition were explained in the email notice sent 5/10, but the 5/29 due date has passed.

## WRA UPCOMING CLASSES

Business & Leisure Forums: [www.wra.org/blf](http://www.wra.org/blf)

- June 13 - 9a-10a (\$30): *The R.E. Pro's Essential Tech Toolbox*
- July 11 - 9a-10a (\$30): *How to Virtually Market & Sell R.E.*

Real Estate LIVE Virtual CE (Starts 9/5): [www.wra.org/RECEinfo](http://www.wra.org/RECEinfo)

## NWAR Election - Vote Online Tue 6/18

### NWAR 2024 SLATE OF CANDIDATES

#### NWAR President-Elect 2024-25:

*Janel Pagels - Redman Realty Group, Minocqua*

#### NWAR Director 2023-25 (3 seats available, \* = incumbent):

*Leah Antoniewicz - Wolf River Realty, Antigo*

*Kristin Gullickson-Wild\* - First Weber, Minocqua*

*LeAnn Hayden - First Community Mortgage, Minocqua*

*Joy Kohegyi - Real Broker LLC, Mercer*

*Cliff Kolinsky\* - Century 21 Burkett & Assoc, Land O Lakes*

*John Nedden - Integrity REALTORS, Antigo*

**Note:** Treasurer not on this year's ballot as NWAR Treasurers serve 2-year terms ending in odd-numbered years.

Additional nominations by petition may be submitted through June 4th - contact Matt at NWAR to request a petition.

## NAR UPCOMING CLASSES

Center for REALTOR Development: Behavioral Psychology Workshops: [wellbeing.crd.realtor](http://wellbeing.crd.realtor)

- June 13 - 9a-12p (\$179): *Emotions at Work: EQ for REALTORS*
- Aug 8 - 9a-12p (\$179): *Storytelling for REALTORS*
- Sep 12 - 9a-12p (\$179): *Zero to One: REALTOR Wellbeing*

*For more educational offerings including free courses from REALTOR.com & others, keep an eye on our calendar at: [bit.ly/NWAR-Cal](http://bit.ly/NWAR-Cal)*

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="#">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="#">First Community Mortgage</a>	Minocqua	<a href="#">LeAnn Hayden</a>	715-892-2624
<a href="#">Gowey Abstract &amp; Title</a>	Minocqua	<a href="#">Mike Brandner</a>	715-356-3000
<a href="#">Knight Barry Title Group</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="#">US Bank Home Mortgage</a>	Minocqua	<a href="#">Jake Heyroth</a>	715-498-9004
<a href="#">Vilas Title Svcs - Lighthouse Title Group</a>	Eagle River	<a href="#">Lori Scafaro</a>	715-479-4070
<a href="#">Wisconsin Benefit Planning</a>	Minocqua	<a href="#">Charlie Ouimette</a>	715-356-2300

## NWAR Sponsors\*

**ENV Property Solutions**  
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**Barbara Herbst (Flietner)**  
Ph: 715-661-0561  
[ENVPropSolutions@hotmail.com](mailto:ENVPropSolutions@hotmail.com)  
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See-thru sump covers to identify  
problems & prevent messy overflows

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

## MLS Memo



**Lon Fisk - [lon@northwoodsrealtors.org](mailto:lon@northwoodsrealtors.org)**  
**Notes for ShowingTime:** GNMLS provides a basic showing service, or your office may have purchased additional features. For the MLS supplied service, you get to ShowingTime after logging into Xposure. In the Home tab, look for the Quick Links widget and scroll this to see ShowingTime.  
Listing Setup shows all your listings. When you have listings go off market, remember to review the ShowingTime list and Archive any inactive listings.  
If you belong to multiple MLSs that partner with ST, visit My Linked Profiles in your ST profile to add secondary MLSs so you can see all your listings in one place. Just Add Profile, select the other MLS, put in your Agent ID for that MLS and search. Check the box and link your ID to your GNMLS account.

While in your profile, check your other options like how to communicate. Also in ST, you can check your feedback and any Messages about your properties. Help & Support has many helpful topics and an option to Chat with a representative.

**MLS Tip:** CMA subject fire number can be 'L\_name\_On' 'Any St' to prevent pulling an old listing in.

## FREE ABR Courses



NAR just announced that thru the end of 2024, the Accredited Buyer's Representative (ABR) course that typically costs \$295 will be made available to REALTORS at zero cost!

See the link below for 2-day ABR virtual courses you can complete online at any time, or you can register for live 2-day webinars throughout the year!

This is a terrific opportunity to save big on earning your ABR Designation, and NWAR Members earning a new NAR Designation or Certification will also score a \$100 NWAR Educational Incentive Award!

**2024 FREE ABR Courses:**  
[become.abr.realtor](#)

**ABR FAQs (pdf):** [bit.ly/ABR\\_FAQ](http://bit.ly/ABR_FAQ)



**NAR WTTL:**  
*Understanding New Rules on Offers of Compensation*  
[bit.ly/4bMipJy](http://bit.ly/4bMipJy)

**WRA April Home Sales Report:**  
[wra.org/HSRApr2024](http://wra.org/HSRApr2024)



## AE Corner

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

We recently received confirmation from Wilderness Veterans Memorial Flame Foundation in Presque Isle that they added former REALTOR and National Guard Veteran **Pete Morgan** to the [WVMFF Memorial](#). Pete was Broker-Owner of C21 Greater Northwoods in Minocqua from 1993 until retiring in 2018, and we joined the many mourning his passing in 2019. NWAR was proud to support WVMFF while also commemorating one of many in our own ranks who served his nation and our community with honor and dignity.

Welcome aboard to new NWAR Affiliate **Lori Scafaro** who is taking over the reigns at **Vilas Title** from **Rick Ernst**. Lori has worked at VT for decades so it remains in good hands, and rumor is Rick will be back soon with an additional "R" on his business card! Welcome also to new Sponsor & Inventor **Ellen Gessler** at **Stres Les Tank Covers**. A former REALTOR, Ellen had enough of seeing flood damage from failing pumps and made it her new mission to save Northwoods homes from dreaded basement geysers!

**AE Tip:** Subscribe to NAR's "The Hub" online community for important, time-sensitive news (and occasional gossip) at: [thehub.realtor](http://thehub.realtor)

## REALTOR Anniversaries

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

### 25 Years:

**Carol Berg** - Berg Appraisal Services, Aniwa  
**Rick Zoerb** - First Weber, Rhinelander

### 15 Years:

**Pam Hupf** - First Weber, Eagle River

### 10 Years:

**Gary Driscoll** - Driscoll Realty Group, Rhinelander

### 5 Years:

**Michelle Garsow** - C21 Burkett & Assoc, Land O Lakes  
**Jim Moore** - James L Moore Appraisals, Three Lakes  
**Amy Nowak** - Shorewest, Eagle River  
**Cami Schroepfer** - CR Realty, Antigo  
**Carrie Witzel-Crook** - Shorewest, Manitowish Waters

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.

## June National Homeownership Month

NAR and Photofy partnered to create a Homeownership Month toolkit with social media graphics and more to share. You can also download a free Housing Supply Accelerator Playbook to help communities address housing supply concerns. Please join in celebrating homeownership by sharing these resources at:

**Homeownership Month Resources:** [bit.ly/NHO-24](https://bit.ly/NHO-24)

## Pivo Marketing Webinar Replay

If you missed our Pivo for Real Estate Marketing webinar May 29<sup>th</sup>, no worries since we recorded it for replay! See the Pivo article at the link below for details of this useful and affordable photography platform that includes free tools for digital marketing to boost your online profile and generate leads - and remember to apply our Member discount code to save \$100!

**Pivo 5/29 Webinar Replay:** <https://bit.ly/3KI9L2R>

**Pivo Info & NWAR/GNMLS Member Discount:** <https://bit.ly/NWAR-Pivo>

## REALTORS® on the Move

### New GNMLS Subscribers:

Name	Office
Nicole Beer <sup>†</sup>	Navigate North Realty* - Woodruff
Gayle Colassaco	First Weber - Bessemer
Stephanie Conard	Keller Williams Lake Country - Hartland
Knelly Dettinger	Keller Williams Diversified - Eau Claire
Donna Dowden <sup>†</sup>	Northwoods Realty - Phillips
Dave Geszvain	Compass RE Wis - Wauwatosa
Logan Hansen	Exit Professional R.E. - Monroe
Joel Hinckley <sup>†</sup>	PlatLabs LLC* - Agoura Hills, CA
Kayleigh Maven	SCS Real Estate - Mosinee
Michelle Millikin	Re/Max Excel - Schofield
Maddie Mittelsteadt	Re/Max Excel - Schofield
Brian Pejka	Keller Williams Diversified* - Eau Claire
Greg Peters	Resilient Realty - Milwaukee
Noah Phillips	Phillips Valuation* - Weston
Kurtis Stuckert	Resilient Realty* - Milwaukee

## Up North Update

On/Off Water	Median Price		Units	
	2023	2024	2023	2024
SFH Off	160,000	187,500	254	271
SFH On	400,000	390,000	157	189
Land Off	35,000	49,000	178	185
Land On	94,150	112,500	68	90

Aside from a slight -2.5% dip in on-water SFH medians, numbers are up across the board thru April. Land sales lead the pace with +20% and +40% median gains for on- and off-water respectively. Off-water SFH medians are +17% on 6.7% higher volume, while on-water SFH volume is up +20%.

Our local market is still bustling, though a faster spring pushed YOY supply -14% to ~4 MOI at the end of April. Fortunately, GNMLS added 400+ listings in May and ~80 already have offers. WRA reports April sales were up +25.7% YOY with the strongest numbers in rural regions like ours. Hang on tight!

## MLS FAQ of the Month

**"What if my seller wants to "refresh" a listing with a new MLS number?"**

You may re-list/re-enter a property ONLY if you obtain a new LC. If you signed a contract extension amendment, you may not re-enter it in GNMLS for a new MLS number as that would be against GNMLS P&P Sec. V(C). You would simply go to Autoload > Change Listing and enter the new expiration date.

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

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



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a red violet company

FOREWARN is a valuable new benefit available to all GNMLS subscribers. This proactive safety and lead intelligence tool helps you gain instant insight on prospective clients using just a phone number or name!

Get FOREWARN: [bit.ly/GNMLS4WARN](https://bit.ly/GNMLS4WARN)

Jay Tsao  
310-528-4777  
[Jay@PivoRealEstate.com](mailto:Jay@PivoRealEstate.com)

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Includes: Pod Black - Business Edition Tripod (A must have for virtual tour creation) Travel Case Classic Smart Mount Remote Control

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



### GNMLS Transfers & Releases:

Name	From	To
Amy Blasel	Exit Greater Realty Explore - Wausau	
Chase Erickson	Stephens Realty - Iron Mountain	
Rebecca Hanson	Realty One Haven - Appleton	Keller Williams Fox Cities
Tim Ludowissi	Ludo Realty Group <sup>^</sup> - Slinger	
Michael Moen	Keller Williams Lake Country - Hartland	
Shane Rowe	Pine Point Realty - Rhinelander	Shorewest - Rhinelander
Kelly Weiler	Exit Greater Realty Explore - Wausau	

*"Courage is almost a contradiction in terms. It means a strong desire to live taking the form of a readiness to die."*  
- G.K. Chesterton



## Board of Directors 2023-24

(Area code 715 unless otherwise noted)

### Northwoods Association of REALTORS®

#### Officers (Term<sup>^</sup>):

Ed Raasch, President 224-3800  
 Tom Bird, President-Elect 356-9521  
 Kim Brixius, Treasurer (1) 453-1188  
 Andy Harris, Past President 543-8900

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

Tynan Anderson (2-1) 453-3365  
 Judy Barr (1-1) 480-4333  
 Kristin Gullickson-Wild (1-2) 356-9521  
 Ryan Hanson (2-2) 358-5263  
 Cliff Kolinsky (1-2) 547-3400  
 Cala Neu (1-1) 339-4663  
 Janel Pagels (2-1) 525-1008  
 Chris Raasch (1-1) 224-3800

### Greater Northwoods MLS®

#### Officers (Term<sup>^</sup>):

Adam Redman, President 358-0450  
 Jackie Leonhard, President-Elect 453-2673  
 Jim Mulleady, Treasurer (1) 479-1774  
 Dan Pudlo, Past President 493-7630

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

Kathy Flannery (1-1\*) 449-5022  
 Steve Petersen (1-1) 614-3878  
 Chris Raasch (1-1\*) 224-3800  
 Chris Seeliger (1-1) 358-6832  
 Adam Speer (1-1) 339-2181  
 Julie Winter-Paez (1-2) 480-4333

<sup>^</sup> President, President-Elect and Past President terms are 1 year each; NWAR Treasurers may serve up to two 2-year terms; GNMLS Treasurers up to two 1-year terms. \* - Appointed/elected to <= 1-year term to fill vacancy.

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

#### Next Board Meetings:

Thursday, June 20<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 register a .realestate website by 6/15, you'll earn a free "Harnessing YouTube's SEO Power: Catching High-Intent Real Estate Clients" webinar (\$30 value) & a chance at a \$1000 visa gift card.

**Earn your MVP reward at:**  
[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](mailto:Staff@NorthwoodsRealtors.org)



**NORTHWOODS ASSOCIATION OF REALTORS®**



Greater Northwoods  
 UpNorthMLS.com



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)



### 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 450+ Members to communicate, establish policy, receive training and implement new solutions to better serve their clients.

Greater Northwoods Multiple Listing Service®, a wholly-owned subsidiary of NWAR, is dedicated to providing our Members with first-rate service and support in listing and viewing properties and conducting business in accordance with the ethical standards of the industry. GNMLS currently serves ~210 Member firms comprised of ~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)

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

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