



The
Real Scene from
ROCK-GREEN REALTORS®
ASSOCIATION
www.RockGreenRealtors.com

4451 Woodgate Drive, Ste 100
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A word from your President
By Colleen Nelson

I hope everyone had a wonderful Thanksgiving with lots of food, family and friends.

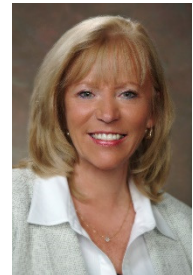
Now for the big question: Is everyone done shopping for Christmas. I know I'm not. I'm still one of these people who likes to shop in a store instead of online. I like to touch it to see the quality. I keep telling myself I need to go shopping where there are stores, but the time just seems to get away from me.

Our market is still going strong. Interest rates are low, but the lack of inventory seems to be our greatest weakness. There's still a lot of hesitant sellers who don't want to put home up for sale until they find something. Problem is, a lot of sellers are thinking the same way.

During this holiday season remember to take a moment to thank all of your past customers, family and friends. Plus, if you have any spare time sign up for some volunteer work like ringing bells, etc....

Merry Christmas everyone and a Happy new year.

Thank you
 Colleen Nelson



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* = Inserted Page

EXECUTIVE COMMITTEE

PRESIDENT

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PRESIDENT-ELECT

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morserealestate@hotmail.com

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Neil Kerwin | 1-year term
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Melissa Selvog | 1-year term
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John Mansur | 1-year term
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Connor Fox | 1-year term
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Craig March | 1-year term
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Vicky Kreyer, Association Executive
Co-Editor
Sue Cook, MLS/Membership Administrator

ASSOCIATION NEWS

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A Note from your Association Executive:

As 2019 is coming to a close and the door will be opening for 2020, I wish you all a Very Merry Christmas and a Happy New Year. Wishing 2020 will bring you all success and all you are wishing for!

As I look back in 2019 I am so thankful for all the times our members were able to get together either in Holiday parties or learning some great information at our membership meetings. Or maybe met a new colleague or made a new friend at one of our events. I believe we had a great year for our Association. Our membership meeting numbers have been up and the participation at our Annual Dinner Dance has been improving every year. (2020 will be a blast) The Golf Outing continues to be successful. And, as an Association our numbers continue to grow. That is wonderful news for us all at the Rock-Green REALTORS® Association. 2020 meetings are in the works, so if any of you have some great ideas for meeting content, please give me or Diana Stoehr a call. We can always use new committee help, call the Association if you want to join a committee or be trained on our Professional Standards team.



Just a reminder of the days the Association office will be closed for the upcoming holiday. We will be closed December 24th and the 25th and for New Year's we will be closed on December 31st and January 1st. Have a Very Merry Christmas and a Happy New Year!



IMPORTANT NUMBERS

Association AE Office	(608) 755-4854
MLS/Membership Office	(608) 755-4841
Association FAX #	(608) 755-4843
e-mail	Vicky@RockGreenRealtors.org
Web Site	www.rockgreenrealtors.org
WRA (General #)	(608) 241-2047
WRA Members Only	1-800-279-1972
Members Only Legal	1-800-799-4468
Hotline	
Legal Hotline	(608) 242-2296

General Office Hours----

Monday-Thursday | 8:30 a.m. – 5 p.m.

(New Hours) Friday | 8:30 a.m. – 12:30 p.m.

**ROCK-GREEN REALTORS® ASSOCIATION
2018-2019 ASSOCIATION
COMMITTEE LIST**

BUDGET/FINANCE

Mary Ellen Mackey, Chair
Ben Shult
Heidi Krenz-Buchanan
Jeff Zuelke
Neil Kerwin
Jerry Morse
Colleen Nelson
Blair Winn

BYLAWS

Blair Winn, Co-Chair
Jeff Zuelke, Co-Chair

**EDUCATION/
COMMUNICATIONS**

Nina Perona, Chair
Russ Zueger, Co. Chair
Neil Kerwin
Andrea Morse
Penny Patterson
Verna Saladino

DINNER DANCE

Diana Stoehr, Chair
Val Eagan
Colleen Nelson
Wade Williams
Paul Schieldt
Rebecca Bittner
Sherri Shaw
Connor Fox
Heidi Krenz Buchanan
Jacqueline Watson
Ana Johnson
Vicky Kreyer

EQUAL OPPORTUNITY

Mary Ellen Mackey, Chr.
Margo Berke

GOLF OUTING

Gary Getchel, Co-Chair
Al Herbst, Co-Chair
Paula Carlson
Deb DeWitt
Trish Edwards
Kaye Fulton
Pat Knoble
Jeff Myers

GOVERNMENT

AFFAIRS/ RPAC

Jim Zanton, Chair
Mary Gilbank-Peterson, Co-Chair
Heidi Krenz-Buchanan
Andrea Morse
Connor Fox
Sherri Shaw

HEALTH & SAFETY FAIR

Karen Williams, Chair
Kim Nickols, Co-Chair
Lindsey Chrostowski
Kelly Falk
Jeannine Hill
Linda Kleinschmidt
Sara Stinski
Vicky Kreyer

MEMBERSHIP/Orientation

Wade Williams, Chair

PROGRAM

Diana Stoehr, Chair
Andrea Morse
Wade Williams
Mickey Castle

NOMINATION

Mary Ellen Mackey, Chair
Ben Shult
Heidi Krenz-Buchanan
Jeff Zuelke
Neil Kerwin
Jerry Morse
Paul Schieldt
Colleen Nelson

PERSONNEL

Mary Ellen Mackey, Chair
Ben Shult
Heidi Krenz-Buchanan
Jeff Zuelke
Neil Kerwin
Jerry Morse
Colleen Nelson
Blair Winn

PROFESSIONAL STANDARDS

Wade Williams Chair '13 (T-18)
Joan Waite Mediator '12 (T-13)
Paul Schieldt, Mediator '12 (T-18)
Andrea Morse, Griev. Chr '12(T-18)
Jerry Morse, Ombudsman '16 (T18)
Randy Borman, Ombudsman'16T18
Adam Briggs '12 (T-09)
Dave Brown '13 (T'18)
Earl Collins '14 (T-18)
Deb DeWitt '14 (T-18)
Carol Esselman '18 (T18)
Kaye Fulton '12 (T-18)
Mary Gilbank '12 (T-18)
Eric Kim '16 (T-14)
Linda Kobilca '18 (T18)
Valerie Richter '12 (T-09)
Krista Shortreed '14 (T-13)

ROY/AWARDS LUNCHEON

Tammy Cherry, Chair
Wendy Bumgarner
Linda Kleinschmidt
Andrea Morse
Colleen Nelson
Julie Raese
Pat Knoble

RECRUITMENT

Colleen Nelson, Chair
Neil Kerwin
Andy Dongarra
Valerie Eagan
Jerry Morse

SUNSHINE

Maryann Warden, Chair
Mollie Podwell
Paula Carrier

YOUNG PRO'S TASK FORCE

Kevin O'Leary, Chair
Ben DeWitt
Kelly Falk
Kristan Hoff-Filak
Neil Kerwin
Heidi Krenz-Buchanan
Mary Ellen Mackey
John Mansur
Erica Penny
Kim Prichard

STRAT PLAN COMMITTEE

Blair Winn, Chair
Colleen Nelson
Neil Kerwin
Jeff Zuelke
Jerry Morse
Paul Schieldt
Heidi Krenz-Buchanan

CORE STANDARDS COMMITTEE

Ben Shult
Jeff Zuelke
Jim Zanton
Nina Perona
Karen Williams
Wade Williams
Diana Stoehr
Fred Leonard

ANNOUNCEMENTS

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Code of Ethics Training (New Requirement)

The new requirement will be three (3) years after 2021. At the Nov 11 meeting, NAR's Board of Directors approved a change to NAR's Code of Ethics (COE) training requirement.

A presidential advisory group (PAG), appointed in 2019, made several recommendations to the NAR Leadership Team. One of its recommendations was to extend the requirement to every three years in order to give members more time to fit it into their continuing education schedule and to give local associations' adequate time between cycles to administer the program.

Separately, the Leadership Team approved several recommendations of the PAG that didn't require a board vote. **1.** That the learning objectives for the existing member COE training be revised to include content on professional conduct, courtesies, business etiquette, and real-life scenarios. **2.** That NAR establish COE training equivalency options that members can take to satisfy the COE training requirement and that the Commitment to Excellence (C2EX) endorsement be an equivalency option. **3.** That only courses and equivalencies provided by a local, state, or national REALTOR® association can satisfy the COE training requirement. **4.** That an implementation team be appointed to develop a microsite that compiles all available options for fulfilling the COE training requirement, including C2EX ethics modules, NAR-approved online courses, and links to association-approved courses.

APPRAISERS

Reminder: All appraiser licenses expire on December 14, 2019. In order to maintain your license, you must complete 28 hours of CE, which must include the 7-hour USPAP Update course, before December 14, 2019. Visit www.wra.org/AppCE for more information.

Are you Hungry for More EDUCATION AND FUN? Check out these events!

Broker Summit, December 12, Milwaukee. For more information go to wra.org/BROKERSUMMIT

WRA Winter Convention, January 28-29, 2020 at Lac du Flambeau, more info, wra.org/WINTCONV

Destination CE, February 2020 in Las Vegas for more information go to wra.org/DESTINATIONCE

Appraisal Conference, Spring 2020 at Wisconsin Dells for more info, wra.org/APPRAISALCONFERENCE

SAVE THESE DATES!

February 21, 2020, Annual Dinner Dance. Murder Mystery! Mardi Gras Theme! Watch for your Special Invitation.

MLS INFORMATION

Arm's Length vs. Non-Arm's Length

***When recording a sale within Paragon, you are asked what type of transaction the sale was. Two options that seem to cause confusion are Arms Length and Non-Arms Length. Arms Length should be selected for all sales that are NOT between friends or family members, between employer and employee, between a parent company and its subsidiaries, or between a trust and its beneficiaries. Most sales are Arm's Length.

***Whenever a seller does not want something in Paragon™ please send me a copy of the amendment, email or change form. This is for your protection if any agent or public person complains that it is not in Paragon™ correctly.

"Please remember that your list date on the contract must be the list date entered in Paragon™, not the date you enter it. If you are unable to enter the correct date, email sue@rockgreenrealtors.org to get it corrected. Just send me the MLS number and the correct date(s)."

*** **CRS Tax Hot Tips:** When entering a name within the main search bar, parcels that match based on multiple fields will come up as results. For example, if you type in Apple, you will see a list of owner names that begin with Apple, as well as street names that begin with Apple. If you do not see the specific last name or street name you are looking for, click the View More link on the Owner's Name or Street Address header to see all the matches for the owner or street you are looking for.

*** **Search Hot Tip:** To the right of most search fields within Paragon, you will find a drop down containing search qualifiers. Most default to Equals or Contains, meaning that when you enter a search option, Paragon will find matches that equal or contain what you have asked for. You may ask, what is the difference between Equals and Contains? The best way to explain this is with an example: Think of searching by Subdivision. If you type in Seminole, and the search qualifier for the Subdivision field is set to Contains, you will get all the listings with the word Seminole somewhere in the Subdivision field. If you set the search qualifier to Equals, however, you will get listings that have the word Seminole, and only Seminole, in the Subdivision field. You will not find listings that also include the word Addition or Hills or Forest in the Subdivision Field name. We have defaulted the search qualifier for free form fields like Subdivision to Contains so listings are not missed. If you truly only want listings in the Seminole Forest subdivision, you may want to change the default search qualifier to Equals, and type Seminole Forest into the search field.

*** Besides Equals and Contains, other search qualifiers available are: Not Equal To, Contains All, Does Not Contain, Starts With and Not Starting With.

Thank you, Sue

MLS Officers/Directors



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Rock County Housing Statistics

Madison, Wis.—The fourth quarter opened with slight growth in home sales, even as median prices increased at a robust pace.

In contrast to last month where the growth in home sales was solid in every region of the state, the sales picture in October was quite mixed.

Inventory weakness continues to be the main driver in this market, with nearly every part of the state considered a seller's market. Only the North region had more than six months of available supply. Moreover, the inventory situation failed to improve in any region of the state over the past year.

We've got very favorable mortgage rates and a healthy state economy, but until we break through on the supply side, sales will struggle to grow, and prices will increase at a fast pace.

Unfortunately, new construction hasn't helped improve the supply problem. Through the first three quarters of 2019, there were 7.3% fewer building permits pulled for single unit homes compared to that same period in 2018. The real key to breaking out of this supply problem is to increase new listings, and these have increased in the last two months.

Rock County Housing Statistics—The **median price** for October 2019 is \$180,500 and for the month of October in 2018 it was \$156,100 that was an increase of +15.6% and the **Sales** for October 2019 is 208 and October of 2018 was 233 that was a change of -10.7%. In October of 2019 there was 3.6 months of **inventory** and in October of 2018 there was 3.9 that was a change of -7.7%. Average **days on the market** in October of 2019 was 79 and October of 2018 was 72 that was an increase of +9.7%.

Statewide Housing Statistics—The median price through October 2019 is \$195,900 and through October of 2018 it was \$182,500 that was an increase of +7.3%. The sales through October of 2019 is 69,545 and October of 2018 was 70,618, a decrease of -1.5%.

All county figures on sales volume and median prices are compiled by WRA and are not seasonally adjusted. Median prices are only computed if the county recorded at least 10 home sales in the quarter. Beginning in 2018, all historical sales volume and median price data from 2015 forward at the county level have been re-benchmarked using the Relitix system that accesses MLS data directly. Data prior to January 2015 is derived from the Techmark system that also accessed MLS data directly.

Marketing a Listing? MLS Submission Will Soon Be a Must!

At the November 11th meeting at the NAR Convention, NAR's Board of Directors approved **MLS Statement 8.0**, also known as the **Clear Cooperation Policy**. This policy requires listing brokers who are participants in a multiple listing service to submit their listing to the MLS within one business day of marketing the property to the public.

NAR's MLS Technology and Emerging Issues Advisory Board proposed the policy as a way to address the growing use of Off-MLS listings. The advisory board concluded that leaving listings outside of the broader marketplace excludes consumers, undermining REALTORS®' commitment to provide equal opportunity to all. The policy doesn't prohibit brokers from taking office-exclusive listings; nor does it impede brokers' ability to meet their clients' privacy needs.

Following is the full text of **MLS Statement 8.0**— Within one (1) business day of marketing a property to the public, the listing broker must submit the listing to the MLS for cooperation with other MLS participants. Public marketing includes, but is not limited to, flyers displayed in windows, yard signs, digital marketing on public facing websites, brokerage website displays (including IDX and VOW), digital communications marketing (email blasts), multi-brokerage listing sharing networks, and applications available to the general public. MLS's can adopt this policy any time, but it must be adopted no later than May 1, 2020.

The Rock-Green MLS Board of Directors will meet in January to discuss our mandatory adopt date. We will keep you informed of this policy and the start date.



December, where did the year go. Events for December are Pearl Harbor, 12/7, full moon 12/12, Winter begins, 12/21 Brr!, Christmas Eve and Day 24th and 25th, office is closed for those days, and New Eve and Day 31st and 1st of January 2020.

Wishing all December birthdays the best.

If you have any issues or questions for the MLS Board of Directors, send in a letter or request to speak to the Board directly, then we can add it to the agenda.

At Rock-Green Realtors® Association we are always looking for new members/new offices. New member applications can be found online at www.rockgreenrealtors.org (fees not disclosed online) or call the office, we can fax or email applications if you wish for new offices, agents, brokers, affiliates and local affiliates. The more the merrier!

Just a note to everyone involved we will now be emailing the welcome letters for new members. Hope everyone likes and appreciates the change.

Sue, MLS/Membership Administrator

NEW MEMBERS:

Shelly Tracy, Coldwell Banker The Realty Group
Mary Kruschek, Century 21 Affiliated, Beloit
Vincent Cha, Blackhawk Bank

NEW OFFICES:

Inteygra Realty

OFFICE TRANSFERS:

Jody Curtis left Maurer Real Estate Group to Inteygra Realty

MEMBERS LEAVING:

Mike Sessler, Briggs Realty Group, Inc. (Retiring)



New Members—Welcome to your local Association, Please make sure to complete the Code of Ethics online portion prior to attending the New Member course. Instructions will be in your New Member Welcome packet. If you have any questions please call us.

"Please make sure you take your orientation class before your six (6) months is up. You signed a paper stating you would take it before the six (6) months was up." Thank you!

New Member Orientation

Schedule for 2020

February 13, 2020

May 14, 2020

August 13, 2020

November 12, 2020

"Thank you Wade Williams for being our orientation instructor."

"Thank you to Knight Barry Title Services, LLC for their donation of sweets for the new member orientation."

"Recipe of the Month"

CHRISTMAS CAKE

CAKE:

2 ½ c. flour
1 c. buttermilk
1 ½ c. vegetable oil
1 tsp. baking soda
1 tsp. vanilla
2 oz. red food coloring
1 ½ c. sugar
1 tsp. unsweetened cocoa powder
1 tsp. white vinegar
2 lg. eggs

Preheat oven to 350°. Mix all ingredients well. Spray 3 (9-inch) cake pans with nonstick cooking spray. Divide batter into pans and bake for 20 minutes. Cool on wire racks in pans for 10 minutes, then turn out and cool completely.

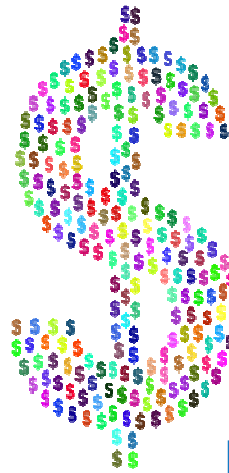
FROSTING:

1 1/3 sticks butter, softened
10 OZ. cream cheese, softened
1 lb. powdered sugar
2 c. chopped pecans

Beat butter and cream cheese until smooth. Add sugar and beat until fluffy. Fold in 1 ½ cups pecans and frost cake. Top cake with another ½ cup chopped pecans. Refrigerate at least 1 hour before serving.

Barb Tapovatz Tried' n True

If you have a recipe you would like to share email: sue@rockgreenrealtors.org Make sure you have copyright permission.



"Thank you" to everyone who has paid their 2020 Dues, and a friendly reminder to those who have not paid the 2020 Dues yet. Remember December 20, 2019 is the final due date.

DECEMBER BIRTHDAYS

2	Shelly Tracy
3	John Mansur
5	Kimberly Disch
9	David Brown
11	Michael Sessler
12	Irene B Oliver
	Nicole Clift
	Andrew Anselmi
13	Aaron Dobbs
14	Larry Niquet
15	Janice Snippen
	Marianne Walker
	Brady O'Leary
16	Konya Schue
	Bonnie Collins
18	Sherry Shaw
22	Timothy Shortreed
24	Ashley Suiter
26	Barbar Kratiger
28	Daniel Silbaugh
29	Deb DeWitt
31	Amy Townsend

Have we missed your Birthday?
Please let us know so that we may acknowledge your special day.

HAPPY NEW YEAR!



THESE AGENTS DO NOT HAVE TECH SUPPORT. BUT YOU DO.

NEW MEMBER BENEFIT FREE TO ALL WRA MEMBERS

TECH HELPLINE TOLL-FREE: 866-610-7997

MORE INFO: wra.org/techhelpline

SUPPORTED ISSUES: www.techhelpline.com/computer-support/

WRA Western REALTORS® Association

TechHelpline Your personal tech support team

DATES TO REMEMBER



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DECEMBER 2019

Dec. 19, Rock-Green B.O.D. mtg. 9:00 a.m. Assoc. Office

Dec. 24 – 25 Association Office Closed for Christmas

Dec. 31 – Jan 1 Association Office Closed for New Years

UPCOMING EVENTS

Jan. 8, Rock Green MLS B.O.D. mtg. 9:00 a.m. Assoc. office

Jan. 16, Rock-Green B.O.D. mtg. 9:00 a.m. Assoc. office

Dec 24 – 25 Office Closed for Christmas

Dec 31 – Jan 1 Office Closed for New Years

JANUARY BIRTHDAYS

3	Rachel Larsen	20	Colleen Nelson
4	Cynthia Briggs		Kyle Carrier
5	Mary L Hively	21	Angelica Figueroa
6	Charla Piper	22	Jim Reilly
	Linda Steinke		Shelby Dewey
11	Janine Birkhimer	23	Jordan Wickl
	Linda Kleinschmidt		Kassandra Dixon
	Kenneth Pizzurro		Briana Skog
12	Carol Thiel	24	Beth Hanthorn
16	Jason Sheridan	25	Macy Peterson
17	Preston Coutts	26	Julie Raese
19	Dwight Kruse	29	Jackie Borgwardt
	Tony Dransfield	31	David Newville

Just a reminder that if you have not yet paid your annual Association fees, they are due by December 20th. REALTORS® If yours are paid after December 31st, you will have to pay all new member fees with your payment. You will need to add a total of \$150.00 to your dues.

Sue and I want to wish you all a very Merry Christmas and A Happy New Year! Enjoy your time with family and friends and have a safe New Years Eve. May 2020 bring you all that you are looking for!



*