



The  
**Real Scene** from  
**ROCK-GREEN REALTORS®**  
**ASSOCIATION**  
[www.RockGreenRealtors.com](http://www.RockGreenRealtors.com)

4451 Woodgate Drive, Ste 100  
 Janesville, WI 53546  
 Office: 608.755.4854  
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**A word from your President**  
**By Mary Ellen Mackey**

Thank you to all who attended our annual Dinner Dance, which was a great success! Generous donations and the hard work of committee members helped raise over \$5,000 to support the downtown transformation program of ARISE Now.

As REALTORS® it is important that we educate our communities on real estate issues, which is why we have decided to open two of our membership meetings up to the public this year. The first will be on **Wednesday, February 20<sup>th</sup> at the Pontiac Convention Center at 8:30am.** The topics of discussion are the Rock Co. Economic Dashboard by the Rock Co. Economic Development Manager and a program summary and update of ARISE Now goals and projects. This event will be very informative for agents/brokers and is also free to the public.

Register now and don't miss the opportunity to meet your state legislators at our upcoming **Realtor & Government Day, Wednesday April 24<sup>th</sup> at The Concourse at 12:30pm** in Madison. This is your chance to shape the laws that affect you and your real estate business in Wisconsin and protect the rights of homeowners. Advanced registration is FREE for members <https://www.wra.org/RGdayRegistration/>

The market remains strong, with a shortage of homes available and a strong buyer demand. The median sale price for the South Central Wisconsin Region was \$226,175 for 2018, an increase of 7.7% from 2017. However, the total number of units sold was 16,440 in 2018, down over 5% from 2017, contributing to the increase in sale prices.

As always, please consider how you can get involved and help contribute to our continued success. Wishing everyone an amazing spring season!

**Happy Valentines Day**

Mary Ellen Mackey



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## EXECUTIVE COMMITTEE

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Editor of *The Real Scene*  
Vicky Kreyer, Association Executive  
Co-Editor  
Sue Cook, MLS/Membership Administrator

## ASSOCIATION NEWS

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A Note from your Association Executive:

Wow! Our weather lately has sure been a mixed bag. Snow to cold to -50°+ wind chills to 40° then snow again. Just keep thinking spring, it is coming soon and then you can all get busy and sell-sell-sell!

Your Association has many committees and events to help you donate your time and efforts. I know we have a lot of talented people in our Association. Come and help make our Association shine this year. All it takes is a call, 608-755-4854.

I personally, along with the Board of Directors, want to thank all the members that have remained true to your Association and MLS. As you all know, we have not raised your local Association member fees for some time. We are pleased to announce that we can offer to **lower your MLS fees**. As of March 1 we are going to **lower your MLS fees to \$34 a month**. With that change and **keeping your annual fees lower than neighboring Associations** we are striving to remain competitive in our ever changing markets. And, continue to give you the best Customer Service that we can. We know most of our members on a personal level and are trying to get to know the ones that we see less frequent.

Check inside this issue for the updated list of upcoming Membership Meetings. Make sure to add them to your calendars and attend, they should be very informative meetings.

As always, I am here for you, the members. If there is anything I can help you with, please let me know. My door is always open.

*Vicky Kreyer*



**Remember that Special Someone  
On February 14<sup>th</sup>!**

### 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-Chr  
Jeff Zuelke, Co-Chr

**COMMUNICATIONS**

Nina Perona, Chair  
Neil Kerwin  
Andrea Morse  
Julie Raese  
Verna Saladino  
Russ Zueger

**DINNER DANCE**

Diana Stoehr, Chair  
Tom Bradley  
Val Eagan  
Julie Raese  
Tammy Cherry  
Colleen Nelson  
Becky Zuelke  
Terri Moldenhauer  
Wade Williams  
Paul Schieldt  
Rebecca Bittner  
Sherri Shaw  
Connor Fox  
Heidi Krenz Buchanan  
Jacqueline Watson  
Ana Johnson  
Vicky Kreyer

**EDUCATION**

Russ Zueger, Chair  
Andrea Morse  
Penny Patterson  
Candice Kildow

**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

**HEALTH & SAFETY FAIR**

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

**MEMBERSHIP/Orientation**

Wade Williams, Chair

**PROGRAM**

Diana Stoehr, Chair  
Andrea Morse  
Wade Williams

**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  
David Bynum  
Ben DeWitt  
Kelly Falk  
Kristan Hoff-Filak  
Neil Kerwin  
Heidi Krenz-Buchanan  
Mary Ellen Mackey  
John Mansur  
Aaron Marjala  
Olivia Martinez  
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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**SAVE THESE DATES!**

February 20, Membership Meeting, James Otterstein and ARISE Now. Pontiac Convention Center. 8:30 Registration with the program to begin at 8:45. (same vendor info for all M/M)

April 24, REALTOR® & Government Day, Madison, WI. Noon Registration (More info to come)

May 1, Membership Meeting, Chad Sullivan and Jane Golberg. REALTOR® Safety and Prescription Safety. Receive a Drug Lockbox.

August 7, Membership Meeting, Surrounding area school Superintendents.

September 10-11, WRA Annual Convention, Kalahari, WI Dells (More info to come)

October 2, Membership Meeting, Drones, Presenter (TBD) and Legal Updates from Cori Lamont from WRA.

**Do you like Housing Stats?**

Then, the monthly housing statistics report just got better. On top of the press release and detailed housing data you receive every month, you'll now also be able to watch a housing report video. You can view all of the housing statistics at: [www.wra.org/housingstatistics](http://www.wra.org/housingstatistics)

**Did you know | Inman News Free**

The WRA's partnership with Inman News gives you access to exclusive news, in-depth reporting and through analysis with Inman News" newest feature, Inman Select. Inman Select has everything you need to know to be smarter about real estate, such as daily news, award-winning commentary, special reports, webinars and more. Inman Select is a paid service, but WRA members can access Inman Select for free! Signing up is easy. Visit [www.wra.org/InmanSubscribe](http://www.wra.org/InmanSubscribe) (WRA login required).

**DID YOU KNOW? To help better serve you! Our Association and MLS Members!**

**WE CHANGED OUR HOURS!** We are still open on Monday thru Thursday from 8:30 a.m. to 5:00 p.m. NOW also, the MLS office is going to be **open on Fridays from 8:30 a.m. to 12:30 p.m.**

**MLS INFORMATION**

**\*\*\*New Supra eKEY app:** Supra is incrementally releasing a new eKEY app this month. We have had reports that some Android users are beginning to see the update. You will know you have received the update, as your eKEY icon will change. Besides a more user friendly design, the new app will allow access to showing data for boxes you have assigned, and include access to MLS listing data when opening a box. In addition, an option has been added to set a safety alert.

**\*\*\*The ability to assign and unassign keyboxes to listings is easily accessible via Paragon.** Within Listings - Maintain - Select an Action, there is a link titled Supra Lockbox. Click the Assign link in the upper left corner and enter the keybox serial number and shackle code. Other than being a good way to keep track of where keyboxes are, once you assign a keybox to a listing, you will see the MLS number and address on Supra reports and notifications instead of the keybox serial number.

**\*\*\*Quick links to add information for ShowingTime, share to Facebook, and share to Twitter can also be found within this same Integrations section under maintain listing.**

**MLS POLICIES**

**New Listings:** (Section 1, MLS rules and Regulations) Four (4) business days to be entered into MLS (includes broker-loaded and staff- loaded listings).

**Photos: Photos must not include self-promotion and shall be removed or fines shall apply.**

**Extensions:** (Section 1.10, MLS Rules and Regulations) Four (4) business days to be entered into MLS.

**Price Changes:** (Section 1.4, MLS Rules and Regulations) Four (4) business days to be entered into MLS.

**Accepted Offers:** (Section 2.5, 2.6 & 2.8, MLS rules of Procedure) Four (4) business days to be entered into MLS. All Accepted Offers must be reported to MLS. Offers to be reported include contingency (A & B) offers. When the contingencies are fulfilled, properties must be PENDED. Pended offers must be reported prior to the closed transaction in MLS. (1/11/1995)

Sold/Closed: (Section 2.6, MLS rules and Regulations)

Four (4) business days to be entered into MLS.  
**Note:** To ensure proper credit for a sale in the data system, all sold/closed information shall be entered immediately.

Concessions: Seller Concessions/Discount Points will be reported on Sold/Closed Report or fine will be assessed. (11/21/2002)

(Fines that apply to violations of above reporting criteria: \$2.00/day first 5 days, \$10.00/day beyond 5 days, Maximum of \$110.00.)

*Thank you, Sue*

**MLS Officers/Directors**

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## Rock County Housing Statistics

**Madison, Wis.** —Despite low inventories, WI home sales in 2018 were only slightly off the record sales pace in 2017 as median prices continued to outpace inflation. The month of December closed the year on relatively weak sales volume, with home sales down 13.1% compared to December 2017.

Housing affordability has definitely slipped this year. On one hand, the strong economy has increased family income levels, which tend to improve affordability, but that's countered by strong price appreciation and the upward drift in mortgage rates.

While there's a lot of uncertainty about the future direction of the economy, especially given the volatility in the stock market, we're cautiously optimistic about the housing market in WI in 2019. This should also keep prices from going up as quickly as they did in 2018.

**Rock County Housing Statistics**—The **median price** for December 2018 is \$140,450 and for the month of December in 2017 it was \$138,000 that was an increase of +1.8% and the **Sales** for December 2018 is 142 and December of 2017 was 142 that was a change of 0.0%. In December of 2018 there was 3.1 months of **inventory** and in December of 2017 there was 2.7 that was an increase of +14.8%. Average **days on the market** in December of 2018 was 73 and December of 2017 was 84 that was a decrease of -13.1%.

**Statewide Housing Statistics**—The median price through December 2018 is \$179,000 and through December of 2017 it was \$170,000 that was an increase of +5.3%. The sales through December of 2018 is 82,760 and December of 2017 was 84,594 that was a decrease of -2.2%.

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 2010, all historical sales volume and median price data at the county level have been re-benchmarked using the Techmark system, which accesses MLS data directly and in real time.

## REALTOR® Children College Scholarships Available

The selection process is now underway for the Wisconsin REALTORS® Foundation's REALTOR® Children's Scholarship! This program awards college scholarships to children of WRA members. The foundation offers 20 scholarships in the amount of \$750 each.

If you're a REALTOR® and your son or daughter meets the eligibility criteria, apply today. The application is available at [www.wra.org/scholarship](http://www.wra.org/scholarship) or by contacting Sandy at [SandyB@wra.org](mailto:SandyB@wra.org)

Application Deadline is March 8, 2019



It's time to lobby! The WRA's annual lobbying event, **REALTOR® & Government Day**, is your chance to shape the laws that affect you and your real estate business in Wisconsin.

The event kicks off with an issue briefing where you'll learn about pending laws and how they impact real estate. Next, you'll move to the Capitol for lawmaker visits. You'll have the unique opportunity to meet in person with your state lawmakers to lobby for or against these laws.

This is your chance to advocate for issues that impact the real estate industry, homeownership and property rights in Wisconsin. Your voice will be heard, and a better Wisconsin real estate market will follow.

12:30 - 1:00 p.m. [Registration](#)

1:00 - 1:15 p.m. Welcome and overview

1:15 - 1:45 p.m. Address by Gov. Tony Evers (invited)

1:45 - 2:45 p.m. Issue briefing

2:45 - 3:00 p.m. Move to the Capitol

3:00 - 4:30 p.m. Capitol visits

4:30 - 5:30 p.m. [Reception](#) (Madison Concourse)

Wednesday, April 24<sup>th</sup>, 2019

The Madison Concourse Hotel and Governor's Club

1 W. Dayton St.

Madison, WI 53703



Wow February, the time is just zipping by. Events for this month are 2<sup>nd</sup> Ground Hog Day, 14<sup>th</sup> Valentines Day and New Member Orientation, 18<sup>th</sup> Presidents Day, and full moon on the 19<sup>th</sup>.

Wishing all February 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](http://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!

*Sue*

#### NEW MEMBERS:

L Patrick McGuire, Shorewest Realtors  
Marsie Boyd, Wells Fargo Home Mortgage~Stoughton  
Thomas Kerl, Shorewest Realtors  
Jacob Downing, Briggs Realty Group, Inc.

#### MEMBERS leaving the Association:

Jim Coen, The Morse Company  
Abbey Carpenter, First Weber Inc.  
Michael Hanna, Shorewest Realtors  
Andrew Brewer, Shorewest Realtors  
Greg Heinen, Heinen Residential Appraisal  
Jennifer Hughes, Shorewest Realtors  
Gary Brabazon, Brabazon Title Company Inc.

#### NEW OFFICES:

Basement Services LLC  
Heinen Residential Appraisal

#### OFFICES LEAVING:

NONE

**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 2019

February 14, 2019  
May 23, 2019  
August 15, 2019  
November 14, 2019

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

## "Recipe of the Month"

### RASPBERRY ANGEL FOOD CAKE

Described as 'raspberry floating in a light, white cloud, surrounded by a pool of raspberry sauce'. Fussy but memorable. Fresh raspberries are preferable!

10 egg whites, room temp.  
1 ¼ tsp. cream of tartar  
¼ tsp. salt  
1 tsp. vanilla extract  
1 ¼ c. sugar  
1 c. flour  
1 c. fresh raspberries or well-drained frozen berries

Preheat oven to 325°. In a large bowl, beat egg whites, cream of tartar and salt with electric mixer to form soft peaks. Add vanilla and almond extracts and gradually add the sugar, beating until stiff and shiny. Sift the flour onto the shiny egg whites and sprinkle raspberries with a rubber spatula. Place mixture in a 10-inch ungreased tube pan and bake for 40 minutes. Invert on cake rack and cool completely.

### RASPBERRY AMARETTO SAUCE:

2 C. RASPBERRIES (FRESH OR FROZEN)  
½ C. powdered sugar  
1 t. lemon juice  
3 t. Amaretto liqueur

In a blender or food processor, purée berries. Add rest of ingredients and strain to remove seeds. Serve over cake.

Scrumptious!

*Barb Tapovatz Tried' n True*

**If you have a recipe you would like to share email: [sue@rockgreenrealtors.org](mailto:sue@rockgreenrealtors.org)  
Make sure you have copyright permission.**



# FEBRUARY BIRTHDAYS

2	Jeff Zuelke
	Rosalind Voegeli
3	Tracy Grover
4	James Coutts
	Stephanie Luedtke
7	Kevin O'Leary
8	Pat Knoble
9	Kathleen Rock
12	Troy Angus
13	Connor Fox
14	Valerie Richter
	Lori L Whiting
16	Jan Albertson
18	Suzanne Viken
	Christopher Burton
19	Christine Sweeney
22	Julie Budrow
23	Gary Getchel
24	Pat Bellinghiere
25	Lynne Forrestal
	Kristin Hoff-Filak
28	Geoffry Bue
29	James P Seichter

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



## DATES TO REMEMBER

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**NEW MEMBER BENEFIT FREE TO ALL WRA MEMBERS**  
**TECH HELPLINE TOLL-FREE: 866-610-7997**  
 MORE INFO: [wra.org/techhelpline](http://wra.org/techhelpline)  
 SUPPORTED ISSUES: [www.techhelpline.com/computer-support/](http://www.techhelpline.com/computer-support/)

**WRA** Wisconsin REALTORS® Association **TechHelpline** Your personal tech support team

## FEBRUARY 2019

February 1, Annual Dinner Dance, The Armory

February 14, New Member Orientation, Assoc. Office 9 a.m.

February 20, Membership Meeting, Pontiac Conv. Ctr 8:30 a.m.

February 27, Rock-Green BOD mtg, 8:30 a.m. Assoc. Office

## UPCOMING EVENTS

March 20, Rock-Green BOD mtg, 8:30 a.m. Assoc. office

April 24, REALTOR® & Government Day, Madison

## MARCH BIRTHDAYS

4	Joe Saladino	17	Wendy Bumgarner
5	Eric Kim	18	Earl Collins
6	Tom Humpal	19	Kathy Parish
	Jesse Bunn	21	Adam Briggs
7	Mark Newbury	25	Shannon Bever
9	Dan Pergolski	27	Tammy Schindler
	Shirley Carlson	28	Jeff Myers
11	Kelly McPherson	29	Joseph Hansen
12	Amber Baker		Chris Collins
15	Wayne Albertson		

## DINNER DANCE COMMITTEE AND MEMBERSHIP

Please attend this month's Membership Meeting, Feb. 20, we will be presenting the check to "ARISE Now" the generous donations that were collected during the dinner dance. Great job to all that were involved and attended, we had a great time and are doing great things for our community.

## DESTINATION CE, Beachy CE Is the Best CE! 2019-20 Destination CE, March 5-8, 2019, St Lucia

Tropical paradise in Wisconsin? In your dreams. But tropical paradise in the Caribbean? Yes!

You can escape the Wisconsin winter this March and say so long to winter blues when you attend Destination CE on the island of St. Lucia. Courses at Destination CE take place in the morning, leaving your afternoons and evenings free for beachy vacation activities!

Why attend Destination CE? \*Complete up to four CE courses plus two On Demand Plus courses \* Use the trip as a business expense. Consult your accountant \* Escape the Wisconsin winter \* Network with other Wisconsin REALTORS® \* Because beachy CE is the best CE.

More information: [www.wra.org/DestinationCE](http://www.wra.org/DestinationCE)



# Membership Meeting



Rock-Green REALTORS® Association Inc.

## PRESENTS: James Otterstein

### Rock Co. Economic Development Manager

Rock County Economic Dashboard Report. His Report will dive into a number of key socio-economic statistics and offer a perspective about the area’s economy.



### Special Guest JoLynn Burden

### Director of Development and Community Engagement

JoLynn will give us an update on the ARISE Now project

Location: Pontiac Convention Center  
2809 N Pontiac Drive, Janesville, WI  
Wednesday, February 20, 2019  
8:30 a.m. Registration/Continental Breakfast  
8:45 a.m. Meeting and Program

**Registration Deadline: February 19, 2019**

#### Membership Meeting Registration Form—February 20, 2019

**Please Print Names**

NAME \_\_\_\_\_ NAME \_\_\_\_\_

NAME \_\_\_\_\_ NAME \_\_\_\_\_

NAME \_\_\_\_\_ NAME \_\_\_\_\_

NAME \_\_\_\_\_ NAME \_\_\_\_\_

NAME \_\_\_\_\_ NAME \_\_\_\_\_



Please check here if you require special services to attend. Attach a written description of needs.