



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

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A word from your President By Jerry Morse

Hello Everyone,
 It's February 2021 and what a change in our life experiences from a year ago!
 Last year about this time we were just leaning about Covid19, mask wearing,
 social distancing, washing our hands frequently, stay at home orders, and
 virtual meetings!

And yet, who could have predicted through all of this Pandemic Period couples
 with record low inventory levels that we would set an all-time record for the
 number of single family homes sold and set the record for highest median
 prices for Rock County! Buyers got their work out for trying to get their offers
 accepted. As REALTORS® we were busy writing and presenting multiple offers
 on a single property.

But, February for me is a time of optimism. We are just far enough into the
 New Year to take a second breath; honor those special people in our lives on
 Valentine's Day, relax and watch a Super Bowl, and know that Spring is just 48
 days away, despite what the Groundhog says.

Most likely, median prices will remain high this spring because of an extremely
 low inventory of homes for sale, but that may cause sales to taper off from last
 year's rapid pace.

Quite often we are getting ready to attend REALTOR® and Government Day at
 this time. This year it is a Virtual Event and not until April 14, 2021. Mark your
 calendars!

Warm wishes and Happy Valentine's Day,



Jerry

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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:

Hello Everyone! Wow, January flew by, now it is February and spring is getting closer. I can't wait till we can get outside and work in the yard again!

Watch your emails and Newsletters for information regarding Membership Meetings in 2021. The Programs Committee is going to meet to discuss options for topics for these meetings. If you have any requests for meeting agendas, Please send them to me or Diana Stoehr for consideration. These will most likely be Zoom meetings, but we will know more when the committee meets. So, please send those ideas our way!

We are also starting up our 2022 Association Dues Pre-Payment Plan. Starting now you can send or bring in partial payments towards your 2022 Annual Dues. You can pay any amount monthly, quarterly or when you can and there will be a \$5 service fee. Or, you can pay in full, \$708.00 with no fee. Keep in mind that amount could change a little if Local, State or National change their fees for 2022. So, if you have a closing and want to get a head start for your annual dues for next year, think about starting a savings account for your dues. It will take the burden off of paying them in full come next October, November or December when the holidays hit. Please call Sue or Vicky at the Association for more info.

We ask that any persons who are meeting with staff or attending any meetings at the Rock-Green REALTORS® Association please abide by the following rules:

- Maintain six feet of physical distancing from other individuals. Only one person at the counter at a time.
- Wearing a mask is required
- Use hand sanitizer located on the counter before entering the conference room and also when you leave the building.
- Do not come into the premises if you exhibit symptoms of COVID-19.

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 Hotline	1-800-799-4468
Legal Hotline	(608) 242-2296

General Office Hours----

Monday-Thursday | 8:30 a.m. – 5 p.m.

Friday | 8:30 a.m. – 12:30 p.m.

**ROCK-GREEN REALTORS® ASSOCIATION
2020-2021 ASSOCIATION
COMMITTEE LIST**

BUDGET/FINANCE

Jerry Morse, Co-Chair
Blair Winn, Co-Chair
Colleen Nelson
Connor Fox

BYLAWS

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

DINNER DANCE

Diana Stoehr, Chair
Connor Fox, Co-Chair
Rebecca Bittner
Val Eagan
Rena Henry
Heidi Krenz-Buchanan
Colleen Nelson
Paul Schieldt
Sherri Shaw
Wade Williams
Vicky Kreyer

EQUAL OPPORTUNITY

Colleen Nelson, Chr.

GOLF OUTING

Gary Getchel, Co-Chair
Al Herbst, Co-Chair
Paula Carlson
Deb DeWitt
Devin Elliott
Kaye Fulton
Jeff Myers
Vicky Kreyer

GOVERNMENT

AFFAIRS/RPAC

Mary Gilbank-Peterson, Chair
Kelly Falk
Connor Fox
Heidi Krenz-Buchanan
Andrea Morse
Shelly Tracy
Macy Walter
Jeff Zuelke

HEALTH & SAFETY FAIR

Lindsey Chrostowski, Chair
Kim Nickols, Co-Chair
Kelly Falk
Linda Kleinschmidt
Patricia Leak
Jeff Zuelke
Vicky Kreyer

**MEMBERSHIP/Education/
Program/Communication**

Wade Williams, Membership-Chr
Diana Stoehr, Program Chair
Kelly Falk
Neil Kerwin
Andrea Morse
Verna Saladino



NOMINATION

Jerry Morse, Association Chair
Colleen Nelson
Neil Kerwin
Heidi Krenz-Buchanan
Verna Saladino, MLS Chair
Kelly Falk
Erika Penny
Wade Williams

PERSONNEL

Jerry Morse, Board Chair
Heidi Krenz-Buchanan
Neil Kerwin
Colleen Nelson
Blair Winn
Verna Saladino, MLS Chair

PROFESSIONAL STANDARDS

Wade Williams Chair '13 (T-18)
Mediator (T-)
Paul Schieldt, Mediator '12 (T-18)
Andrea Morse, Griev. Chr '12(T-18)
Ombudsman (T-)
Adam Briggs '12 (T-09)
Julie Budrow '2020 (T-)
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)
Heidi Krenz-Buchanan '20 (T-)
Patricia Leak
Krista Shortreed '14 (T-13)

ROY/AWARDS LUNCHEON

Tammy Cherry, Chair
Connor Fox, Incoming President
Wendy Bumgarner
Andrea Morse
Colleen Nelson

RECRUITMENT

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

SUNSHINE

Maryann Warden, Chair
Mollie Podwell

YOUNG PRO'S TASK FORCE

Connor Fox, Chair
Ben DeWitt
Deb DeWitt
Kelly Falk
Kristin Hoff-Filak
Neil Kerwin
Heidi Krenz-Buchanan
Mary Ellen Mackey

STRAT PLAN COMMITTEE

Jerry Morse, Chair
Neil Kerwin
Colleen Nelson
Paul Schieldt
Ben Shult
Blair Winn
Jeff Zuelke

CORE STANDARDS COMMITTEE

Jerry Morse - Chair
Colleen Nelson
Macy Walter
Lindsey Chrostowski
Wade Williams
Diana Stoehr
Vicky Kreyer

Mandatory Use Date for Forms

The Real Estate Examining Board approved a new version of the WB-13 Vacant Land Offer to Purchase form and the WB-15 Commercial Offer to Purchase. Both of these forms have mandatory use dates of February 1, 2021.

**REALTOR® & GOVERNMENT DAY 2021
SAVE THE DATE**

Wisconsin Real Estate was deemed essential, and your participation in the WRA's annual lobbying event is your chance to keep it that way. With the all new virtual format, you can attend and visit lawmakers virtually, all from the comfort of home. Advocating for a brighter tomorrow has never been easier. WWW.WRA.ORG/RGDAY

COVID-19 and Your Practice

The WRA created a coronavirus resource webpage to provide you the latest resources regarding the pandemic and its effects on real estate practice. These resources range from new developments with real estate law to best practices for hosting open houses during the pandemic. Be sure to visit the webpage often so you can stay alert of the newest developments and understand how to adjust your real estate business in response to the virus.

View COVID-19 Resources:

www.wra.org/coronavirus

MLS INFORMATION

***Mobile Access to MLS Listings:

Paragon Connect is a web application that utilizes the same database as Paragon Online, which allows real-time access to your listings, contacts, saved searches and customized search defaults. Within Paragon Connect you have full search capability with links to not only full property data, but also history, associated documents, public records, and access to schedule a showing via ShowingTime. Paragon Connect has a very tight integration with Collaboration Center for those who have converted their contacts from legacy email notifications. •

<https://scwmls.paragonrels.com/ParagonConnect/scwmls/Account/Login>

*****Non-Member Sale Side:** If the agent on the sale side of a transaction is not a member of our MLS, enter **SCWMLS Non-Member** in the sale agent field and include the agent and office name in the broker-to-broker info. We have added a reminder when closing a property. Simply select Accept on the reminder once you have added this info to the broker-to-broker info.

***** New Functionality:** When entering an unlisted FSBO sale for which your office represented the buyer, we have added new functionality that will automatically change the list side to **Sold by REALTOR** to eliminate the need for you to contact MLS staff to make that change. The trigger is to select the new option of **FSBO Comp - Not Listed** under the Sale Factor pick list. **Please make sure you have added a photo before saving the listing, as you will not have an option to edit the listing or add a photo after the list side is automatically changed.** A primary photo can be added on the left panel of the add listing screen.

*****New Requirement for Manufactured Homes:** If you list a single wide manufactured home, you are now required to include the words single wide in the public remarks. In addition to the [associated document](#), this requirement will ensure agents and buyers know up front the home is a single wide, as financing may be more difficult.

For agents working with a buyer looking for a manufactured home, who does not want to consider a single wide, you can eliminate single wides by doing a "Does Not Contain" remarks search. You will find the Remarks search prompt under the Advanced Criteria section of the search parameters. Simply type in the words single wide, and select Does not Contain from the drop down to the right of the Remarks search field. This criteria can be stored just as any other for automatic searches.

Rule Reminder: It is against MLS rules to advertise a property listed by another agent/broker without first obtaining permission from that agent/broker. The only exception to this rule is advertising done via an approved IDX site that has been registered with the MLS. IDX sites are only approved if they are controlled by the registered MLS agent/broker, and are clearly identified as being provided by the registered MLS agent/broker. Sites such as Facebook do not qualify as approved IDX platforms. A generic link on Facebook directing viewers to listings on an approved IDX site is allowed. The link should contain no information about, or photos of specific listings. A generic statement such as "Click to see homes in Waunakee" would be allowed.

Thank you, Sue

MLS Officers/Directors



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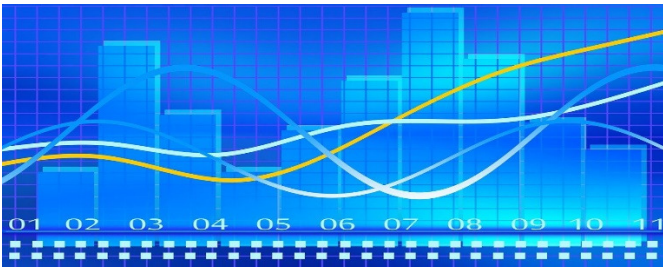
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[Anthony Dransfield 1-year Director](#)
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Rock County Housing Statistics

Madison, Wis.—The red-hot Wisconsin real estate market of 2020 was a tale of two halves. The pandemic-induced economic lockdown ushered in a national recession that hurt home sales over the first six months of 2020. But home sales surged in the second half to set new records for both sales and prices. Median prices also set a high-water mark in 2020, rising 11.4% to \$220,000. This is the first year in which the annual median price eclipsed \$200,000. To suggest that this has been an up and down year would be a significant understatement, but it's great to see us closing out 2020 with such strong growth.

This sales growth has really put a strain on inventories. Inventories have been falling throughout the year, and they dropped sharply the last three months of the year. REALTORS® are moving homes at record pace, but that cannot continue indefinitely. In Dec. Wisconsin recorded 7,117 home sales, but only added 3,994 new listings to the overall inventory of homes for sale. Eventually overall inventory gets so low that it leads to flat or even falling home sales.

The prospect of a recovery is closely tied to the successful rollout of COVID-19 vaccines. Nationally, the labor market had shown consistent signs of improvement after the economic lockdown were relaxed beginning in May 2020, but nonfarm payroll employment fell unexpectedly in Dec. as the virus spiked in the last two months of 2020. Good news is that vaccinations are on the horizon, which should generate a significant boost to the economy.

Rock County Housing Statistics—The **median price** for December 2020 is \$198,450 and for the month of December in 2019 it was \$164,500 that was an increase of +20.6% and the **Sales** for December 2020 is 226 and December of 2019 was 164 that was an increase of +37.8%. In December of 2020 there was 2.0 months of **inventory** and in December of 2019 there was 2.9 that was a decrease of -31.0%. Average **days on the market** in December of 2020 was 74 and December of 2019 was 87 that was a decrease of -14.9%.

Statewide Housing Statistics—The median price through December 2020 is \$220,000 and through December of 2019 it was \$197,500 that was an increase of +11.4%. The sales through December of 2020 is 88,685 and December of 2019 was 82,687 that was an increase of +7.3%.

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.

ECHO NEWS

2020 Stats

444 Months of rent paid to keep families housed.
119 People assisted during homeless street outreach.
4,308 Nights in a local motel for the homeless.
3,463,485 Meals Provided.

Thank you for helping ECHO's mission of meeting housing, food and other basic human needs and addressing the barriers to self-sufficiency.

ECHO EASTER BASKET DRIVE

Let's all do our part to help out the community by having an Easter Basket drive.



Items that are needed:

- ✚ **Baskets, filled or empty**
- ✚ **Candy, individually wrapped**
- ✚ **Plastic Eggs, all sizes, filled or empty**
- ✚ **Basket Fillers, for girls and boys, small toys, small stuffed animals, books, toothbrushes, pencils, etc.**

We will start this collection now and collect through March 11th. They have no budget for this event, all items are from donations. If you need someone to come to your office and collect, give us a call and we will send someone to pick up your donations. You can also bring your donations here to the Association Office, don't want to shop, you can drop off monetary donations also. Thank you all for your support for the Communities that we live in. Brighten a child's day, give generously!

GREAT NEWS

New Legal Hotline Weekend Hours

In a response to member demand, the WRA is expanding the WRA Legal Hotline hours by adding a Sunday afternoon shift from 1:00 p.m. to 4:30 P.m. starting October 4th. Members will no longer have to wait until Monday to get a response to a hotline question that arises after-hours on Friday or over the weekend.

As always, members can submit questions online or by phone and request a phone call, a written response, or both. The WRA knows your transactions do not stop moving just because the WRA office closes at 5:00 p.m. on Friday. To help you keep those transactions moving, a WRA hotline attorney will be available on Sunday afternoons starting Sunday, October 4th.



Wishing all February birthdays the best. Events for February: 2nd Ground Hog Day, 14th Valentines Day, 15th Presidents Day, and 27th Full Moon.

Hope everyone is well and healthy. Hopefully soon no MASKS. That would be so great!

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

Rock-Green REALTORS® Association is always looking for new members/new offices. New member/office 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!

New Members:

Alexandra Bowers, Zuelke Real Estate Team
Leila Roehl, Zuelke Real Estate Team

Members Transferring:

Erik Fournais, left Realty Executives for Executives Real Estate LLC
Janine Birkhimer, left Century 21 Affiliated (J) for Realty Executives
Brenda Knighten Slatter left Century 21 Affiliated (J) for Realty Executives

Offices Leaving:

Rainbow Canyon Realty
Premier Bank
Stateline Realty

New Offices:

Executives Real Estate LLC

Members Leaving:

Sheri McQuality, First Weber Inc.
Allison Blackburn, First Weber Inc.
Leonardo Amador, Shorewest Realtors
Jennifer Burns, Coldwell Banker The Realty Group
Brandi Dabson, Keller Williams Realty Signature
Karen Entress, Coldwell Banker The Realty Group
Cheri Espe, Associated Bank
Deborah Fassl, Century 21 Affiliated Janesville
Karla Hale, Rainbow Canyon Realty
Jennifer Hughes, Shorewest Realtors
Harvey Miller, Century 21 Affiliated Janesville
Heather Morgan, Davemansur.com Real Estate
Stephen Petrillo, Premier Bank
William Press, Century 21 Affiliated Janesville
Daniel Silbaugh, Century 21 Affiliated Janesville
Suzanne Viken, Johnson Bank
Joan Waite, Stateline Realty (Retired)
Kimberly Sharp, Century 21 Affiliated Janesville

Sarah McLean has taken over as Owner/Broker for Realty Executives.

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 2021
February 11, 2021
May 13, 2021
Aug 12, 2021
November 11, 2021**

“Thank you Wade Williams for being our orientation instructor very much appreciated.”

EXCITING NEWS:

We are excited to announce Sarah McLean as the new Broker/Owner of Realty Executives Premier. The agents and staff are looking forward to this transition and what opportunities it will bring in 2021! The enthusiasm that has been created in the office has made this team even stronger. New Year, New Team-Cheers 2021!
#WeMoveWI



The WRA has been in contact with Dane County regarding the impact Dane County Emergency Order 10 has on showings and open houses. Showings and open houses are still permitted under this order. Masks and social distancing are still a must.

FEBRUARY BIRTHDAYS

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

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

Appraiser Request:

With the ongoing COVID pandemic, appraisers are having to rely more on MLS photos for property condition. While the interior photos are generally more than sufficient, it is the exterior photos that we need help with. When possible, please provide photos of all four sides of the exterior along with any exterior amenities. Thank you.



DATES TO REMEMBER 7



JANUARY 2021

- Feb. 10, MLS B.O.D. meeting, Assoc/Zoom 9 A.M.
- Feb. 10, New Member Orientation, Zoom, 9:00 A.M.
- Feb. 20, Assoc. B.O.D. meeting, ZOOM 8:45 a.m.
- Feb. 01 – March 12 Easter Basket Drive, Donations

UPCOMING EVENTS

- March 13, Deadline to apply for WRA's Children's Scholarship
- March 17, Assoc. B.O.D. meeting, Assoc/Zoom 8:45 a.m.

ATTENTION All you photo takers! WE are creating a NEW Association Web Site and would like to Highlight some of your photos. Just submit your photos of Rock and Green County Community events, landscapes, wildlife and such. Just remember no Real Estate photos or anything that would include your signage. Please submit them (with a little description) to the Association either to Sue or Vicky. Vicky@RockGreenRealtors.org or Sue@RockGreenRealtors.org HAPPY SNAPPING!

WRA'S REALTORS® Children's Scholarships,

Reminder: The selection process is underway for the Wisconsin REALTORS® Foundation's REALTORS® Children's Scholarship. This program awards college scholarships to children of WRA members. The foundation is offering 20 scholarships in the amount of \$1,000 each. If you are a REALTOR® and your child meets the eligibility criteria, apply today. The application is available at www.wra.org/scholarship or by contacting Sandy at SandyB@wra.org Application deadline is March 13, 2021.

MARCH BIRTHDAYS

1	Mason Simmons	15	Wayne Albertson
4	Joe Saladino	17	Wendy Bumbarner
5	Eric Kim	18	Earl Collins
6	Tom Humpal	19	Kathy Parish
	Jesse Bunn	21	Adam Briggs
7	Mark Newbury	24	Heather Hasseler
9	Dan Pergolski	25	Shannon Bever
	Shirley Carlson	28	Jeff Myers
	Joel Patch		Josh Bohling
11	Kelly McPherson	29	Joseph Hansen
12	Amber Baker		Chris Collins