



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

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A word from your President By Connor Fox

Hello everyone! Wow, February already! Does anyone else feel like January was just a month of Monday's? Maybe it was the weather? I'm certainly looking forward to a shorter month so we'll be that much closer to spring and warmer weather.

February brings several events that we should put on our calendar. First up is Realtor® & Government Day on February 9th at the Madison Concourse Hotel and Governor's Club. That day allowed us to advocate for our business, our wonderful real estate industry and our clients. Thank you to all that attended and represented our Association.

Next up in February, we are going to try and get our first Association membership meeting on the books for the end of February. Please consider attending! These meetings give great insight into what is happening within the association.

As always, don't forget that we are in a continuing education year. Don't wait until the last minute! I always tell myself I am going to be productive and get it done months in advance so I don't have to worry about it. I usually end up rushing to get it done anyway LOL.

Don't hesitate to reach out to me, Vicky or Sue if you have any questions about anything going on at the association or if you have a desire to get involved somehow. We welcome anybody who wants to help!

All the best,



Connor

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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 all, Happy February! Depending on where you live the groundhog did and did not see his shadow. So I am just hoping for an early spring.

We are changing our Community Family Fun Fair Committee to the Community Involvement Committee. We are hoping to reach many more folks that like to be involved in the community and now you have a committee to help do just that. The first Committee meeting is on February 16th at 10 a.m. All are welcome to come and see what it is all about. If you like to have fun and help folks in our communities, then this is for you! We want the community to know **That's Who We "R"**

We are still looking for members who will step up and help fundraising efforts to complete our obligation for the AriseNow Project. If you like to do fundraising or have ideas on what we can do as an Association to raise funds for our pledge, please give us a call or email to let us know you are interested. This will be a small task force just until we collect the amount needed to fulfil our obligation. I do know we have some creative folks in our Membership, please take a little time out of your busy schedules to help out your Association and maybe even have a little fun! Call 755-4854 | E-mail vicky@rockgreenrealtors.org Thank You!



ONE DAY. ONE VOICE.

Shape the future together.



Feb. 9, 2022 | 12:30 Registration to 4:30 Reception
The Madison Concourse Hotel & Governor's Club
1 W Dayton Street, Madison, WI 53703

Advocacy starts with your voice. Success starts with your voice. You can make your voice heard on Feb. 9, 2022. Let's all shape the future together! To register or for more information, WRA.org or you can call me, 608-755-4854

IMPORTANT NUMBERS

Association AE Office	(608) 755-4854
MLS/Membership Office	(608) 755-4841
Association FAX #	(608) 755-4843
e-mail Association Executive	Vicky@RockGreenRealtors.org
e-mail Member Services	Sue@RockGreenRealtors.org
Web Site	www.rockgreenrealtors.org
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
 Neil Kerwin
 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
 Renae 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
 Danielle Schmitz
 Vicky Kreyer

GOVERNMENT

AFFAIRS/ RPAC

Mary Gilbank-Peterson, Chair
 Kelly Falk
 Connor Fox
 Heidi Krenz-Buchanan
 Stephanie Mawhinney
 Sarah McLean
 Andrea Morse
 Paul Schieldt
 Macy Walter
 Jeff Zuelke

Community Involvement

Kim Nickols, Chair
 Kelly Falk
 Linda Kleinschmidt
 Patricia Leak
 Kierra Wilson
 Lynette Wurth
 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)
 Ombuds, Verna Saladino 21(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 '20 (T-)
 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

REALTOR® & Government Day

RGD back in person in Madison on
 February 9, 2022 The Madison Concourse
 Hotel and Governor's Club, 1 W. Dayton St.,
 Madison, WI 53703

2023 Annual Dues Pre-Payment Plan

2023 you say? Yes, this is a program we started a few years ago and it has helped members get a head start on your dues so that you don't get caught paying the whole total in November when the holiday season starts. It is your choice, you can pay monthly, quarterly or just pay half then pay the other half when due or any amount at any time for a one-time \$5 counter fee. If you pay the total amount at any time there will not be a fee. Examples are: Monthly (Feb. 2022 thru September 2022) is \$88.50 a month with the last payment adjusted when we find out what the dues totals are. Quarterly (March, May, July and September) are \$177 with the last payment adjusted if needed. Estimated total \$708.00.

Did you know?

.....REALTOR® Membership, from legal services to course discounts to members-only publications, a WRA REALTOR® membership is critical to your success in Wisconsin real estate practice.

.....Affiliate Membership, you can be a part of the most extensive network of real estate professionals in Wisconsin. Affiliate memberships are an individual basis and not corporate; one individual per board jurisdiction needs to join a full membership and others in that company can join locally.

.....The WRA extended the ZipForm contract for 3-years as a benefit of Membership.

.....Access to legal staff, as a WRA member, the WRA's full-time legal staff helps answer your real estate-related questions on the WRA Legal Hotline. Many members say membership "pays for itself with one hotline call." You're not closed Sundays, and neither is the hotline. In addition to normal business hours, the hotline offers extended weekend hours to continue to serve you.

MLS INFORMATION:

FYI

“Withdrawn by Seller” does not mean “Expired”

***** If a new listing is not ready to be shown, it still must be entered into the MLS. You have the option of entering it as either Delayed or Active. If entered as Active, the date showings will be allowed must be entered in the first line of the public remarks. If a listing is not ready to be shown, it cannot be shown by anyone, not even the listing office.**

*****Older Versions of Supra eKEY Will No Longer Work**
Supra has recently shut down an older version of their eKEY server, which supported older versions of their eKEY app. Please take a minute to check to be sure you have version 5.3.3.xxx to ensure your eKEY app will continue to function properly.

To check the eKEY app version you have, please follow these steps:

1. Open the eKEY app
2. Tap the MORE icon on the bottom right
3. Tap ABOUT eKEY App
4. The version number will be displayed at the top right of the screen.

If your version is below 5.3.3.408 for Android, or 5.3.3.490 for iPhone, please go to your App store to download the newest version.

***** Photo Reminder:** Photos loaded into Paragon should not contain office/agent names, logos, or contact information. Please take photos from an angle to avoid your for sale sign, or from an angle such that your sign is not readable. If this is not possible, please edit your photo to blur or cover the sign before loading it into Paragon. This rule extends to unbranded virtual tours loaded into Paragon as well.

Hot Tip: Did you know the MLS remarks section of a listing is searchable? Within the Advanced Criteria section of your search options (at the bottom under Search), you will find the Remarks search prompt. Simply type in the word or words you are looking for. If your buyer would like a property that has a large garden space, type large garden and your search results will include properties for which the listing agent has included the words large garden in

the remarks. You can also string together multiple words. For example, if your buyer would like a home on a secluded lot, you could type secluded (tab) private (tab) isolated. Your search will bring back properties for which the listing agent has included any of these words in the remarks. Give it a try the next time you are looking for something there is not a specific search feature for. Also, when composing your remarks, make sure to mention special features not covered elsewhere in the listing features.

Thank you, Sue

MLS Officers/Directors

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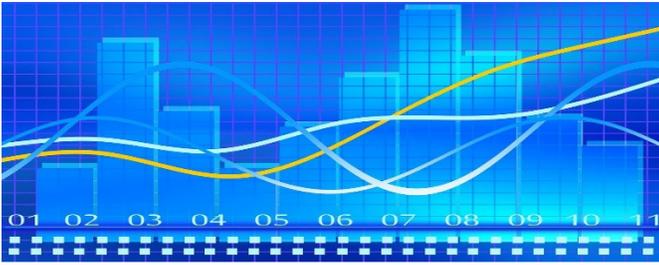
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Rock County Housing Statistics

Madison, Wis. —Strong sales in December propelled the 2021 existing home market to a new record high for annual home sales. December home sales rose 0.4% over sales in December 2020, and this pushed total closings for 2021 to 89,328, which is 0.7% higher than the previous record established in 2020.

The state inventory continued to fall. New listings dropped 15.4%, which pushed total listings to just 15,037 in December, a 12.9% slide from 12 months earlier.

Months of inventory dropped to just two months of supply statewide in December, indicating a very strong seller's market. Especially tight were the metropolitan markets, which had just 1.8 months of supply in December. Reviewing inventory by price range in 2021, the lowest inventory was seen in homes priced between \$125,000 and \$349,999, with just 1.7 months of available supply. This is well below the six-month benchmark that indicates a balanced market.

Brad Lois, 2022 Chair of the WRA Board of Directors, **Finding opportunities in a tight housing market:** "Setting a new record for sales is remarkable. That we have been able to do this even as inventories tightened throughout 2021 is a true testament to the persistence of buyers and the hard work of REALTORS® to find buying opportunities, even in a strong seller's market."

Michael Theo, WRA President and CEO tells us, **Inventories and price pressure:** "We sold more than twice as many homes as came on the market in December, which is why home prices increased by just over 10% since December of last year. However, there have been signs that home price appreciation has begun to moderate in recent months, which is welcome news for buyers looking to buy in 2022."

Dave Clark, Marquette University Economist and WRA Consultant, **The Fed is now focused on inflation:** He says, "The annual inflation rate increased to 7% in December, the highest rate since 1982. The Fed has signaled it will start raising short-term interest rates this year to reduce inflationary pressures. Although mortgage rates increased in 2021 and will likely continue to rise in 2022, keeping inflationary expectations in check will reduce the likelihood of significant spikes in mortgage rates this year."

Rock County Housing Statistics—The median price for December 2021 is \$219,000 and for the month of December in 2020 it was \$197,500 that was an increase of +10.9% and the **Sales** for December 2021 is 195 and December of 2020 was 230 that was a decrease of -15.2%. In December of 2021 there was 2.2 months of **inventory** and in December of 2020 there was 2.1 that was an increase of +4.8%. Average **days on the market** in December of 2021 was 77 and December of 2020 was 74 that was an increase of +4.1%.

Statewide Housing Statistics—The median price through December 2021 is \$240,000 and through December of 2020 it was \$220,000 that was an increase of +9.1%. The sales through December of 2021 is 89,936 and through December of 2020 was 89,328 that was +0.7% change.

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.

RPAC
CORNER

Speaking of low inventory...Did you hear about the last remaining unit in the apartment building?

It was last but not leased.

Did you know...RPAC FACTS: All fundraising efforts and contributions to candidates are administered by a board of RPAC trustees, representing each local board and all areas of the state. Decisions made by the trustees are submitted to the WRA board of directors: Funds are disbursed on a nonpartisan basis to Democrats and Republicans alike, based on issues and support of the REALTOR® legislative agenda: RPAC is one of the largest trade-association PACs in the world and in Wisconsin.

Why should RPAC interest you?

RPAC is a critical business partner for REALTORS®. Up to 4,000 bills are introduced each session in the state legislature, and elections determine who will be voting on these bills. RPAC helps to elect the lawmakers who write the laws with which you and your business must live. Through extensive research and ongoing monitoring, RPAC keeps real estate professionals informed, involved and influential regarding the legislative decisions important to the industry.

More info at: www.NAR.Realtor in the Advocacy section.

Welcome to February!

Wishing all February birthdays the best!

February events: February 2nd Ground Hog Day, the 14th is Valentine's Day 16th Full Moon, and the 21st Presidents Day.



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 Forms Library (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:

Agim Mahmudi, Keller Williams Realty Signature
Dylan Forman, First Weber Inc.
Cassandra Khabbaz, EXP Realty LLC
Cortney Sisson, Realty Executives Premier
Jasinto Catalan, C21 Affiliated (B) Rock-Green
Diane Rosenstiel, Rosenstiel Realty

New Offices:

Rosenstiel Realty

Members Transferring:

Chris Collins from Summit Credit Union to Old National Bank (Janesville)
Desiree Metzger from C21 Affiliated (J) to Weichert-Tovar Properties LLC
Dawson Holmberg from Realty Executives Premier to Compass Real Estate Wisconsin LLC
Teresa Skridla SCW to Rock-Green C21 Affiliated (B) Rock-Green

Members Leaving:

Lori Lynn Marske, Weichert-Tovar Properties LLC
Thomas Keefe, Compass Real Estate Wisconsin LLC

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 2022

February 10, 2022

May 12, 2022

August 11, 2022

November 10, 2022

"Thank you Wade Williams for being our orientation instructor, very much appreciated. Thank you to Beth Hanthorn for participating with Wade."

RECIPE OF THE MONTH

FRENCH CHERRY PIE

3 oz. Cream cheese, softened
½ c. powdered sugar
1 tsp. vanilla
½ pt. whipping cream

Cream the cream cheese, powdered sugar and vanilla. Beat in whipped cream. Spread this mixture over the following crust.

GRAHAM CRACKER CRUST: 22 graham cracker squares ¼ c. soft butter margin

Crush graham cracker squares and mix with the butter. Pat into a 9X13-inch cake pan.

Spread cream cheese mixture on top and top with 1 can cherry pie filling. Refrigerate overnight.

PEANUT BUTTER BLOSSOMS

1 ¾ c. flour
1 tsp. baking soda
½ tsp salt
½ c. shortening
½ c. creamy peanut butter
1/2 c. sugar
1 egg
1 tsp. vanilla
½ c. brown sugar
1 (16 oz.) bag chocolate kisses

Mix flour, baking soda and salt. Cram shortening, peanut butter, sugars, egg and vanilla. Beat well and blend in dry ingredients. Shape by rounded teaspoonful into balls. Roll in sugar and place on ungreased cookie sheet. Bake at 350° for 6 minutes. Remove from oven; place a kiss in the center and press down lightly. Return to oven and bake 2 more minutes Yield: 4 dozen cookies. An old favorite!



FEBRUARY BIRTHDAYS



2	Jeff Zuelke
	Rosalind Voegeli
4	James Coutts
	Daniel Knull
7	Kevin O'Leary
12	Troy Angus
	Bernadette Weiss-Rhodes
	Angela Patrick
13	Connor Fox
14	Lori L Whiting
18	Christopher Burton
19	Christine Sweeney
22	Julie Budrow
	Dan Kindl
23	Gary Getchel
	Ed Hansen
24	Pat Bellinghiere
25	Lynne Forrestal
	Kristin Hoff-Filak
28	Geoffrey Bue
	Dawson Holmberg
29	James P 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

FEBRUARY 2022

- Feb. 9, Realtor & Government Day, Madison
- Feb. 10, New Member Orientation, Assoc. Office, 9 A.M.
- Feb. 16, Assoc. B.O.D meeting, Assoc. Office 8:45 A.M.
- Feb. 16, Community Involvement Committee mtg. 10 a.m.
- Feb. 17, RPAC Committee Mtg. Assoc. office, 10 A.M.
- Feb. 22, Golf Committee Mtg., Assoc. office, 8:30 A.M.
- Feb. 24, MLS Board Meeting, Assoc. Office 9 A.M.

UPCOMING EVENTS 2022

- Mar. 3, Save the Date, Tentative Membership Meeting
- March 16, Assoc. B.O.D. meeting, Assoc. Office 8:45 A.M.



MARCH BIRTHDAYS			
1	Mason Simmons	11	Kelly McPherson
2	Anthony Vargas	12	Amber Baker
4	Joe Saladino	17	Wendy Bumgarner
5	Eric Kim	19	Kathy Parish
6	Tom Humbal	21	Adam Briggs
	Jesse Bunn	25	Shannon Bever
7	Mark Newbury	28	Jeff Myers
9	Dan Pergolski		Josh Bohling
	Shirley Carlson	29	Joseph Hansen
	Joel Patch		Chris Collins

It's Renewal Time for Transactions (ZipForm Edition)

Renew your digital forms product so you won't miss a beat!

You may be familiar with the recent decision by the National Association of REALTORS® (NAR) to discontinue its member benefit of the Transactions (ZipForm edition) transaction management product at the end of 2021. While this is a decision at the national level, be rest assured that the WRA board of directors voted to continue your Transactions member benefit.

ANNUAL RENEWALS...When you use Transactions (zipForm Edition), you're required to renew your account on an annual basis. When you access your Transactions (zipForm Edition) account in February and March, you'll see a renewal notification.

MORE INFORMATION...As a WRA member, in addition to the base forms service, you also gain access to zipForm Mobile and an unlimited subscription to zipLogix Digital Ink free of charge. Need more assistance? You can contact the Transactions (zipForm Edition) online tech support for additional help at www.wra.org/TransactionsSupport