



The
Real Scene from
ROCK-GREEN REALTORS®
ASSOCIATION 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 Colleen Nelson**

Happy New year everyone. I hope everyone had a great Christmas.

Well 2019 is behind us. It was a different year that's for sure. Lack of listings is something we haven't seen for a while. I don't know about you, but it seemed like we had a lot of practice writing offers only to watch seller choose a different offer instead of yours. Unfortunately, I think 2020 might be a little of the same. We are seeing sellers interested in the market now and are considering putting their homes up for sale, but they are still having a hard time finding what they are looking for. I'm keeping my fingers crossed this changes by spring.

A quick reminder: Our holiday dinner Dance will be February 21, 2020. Our theme this year is Masquerade dinner dance. Let's everyone plan on going and have as much fun as we would if we went to Marty Gras in New Orleans. You do not have to wear a costume but it could be fun trying to guess who's behind the mask.

Thank you
 Colleen Nelson



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PRESIDENT

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PRESIDENT-ELECT

Jerry Morse
754-5300 |
morserealestate@hotmail.com

SECRETARY/TREASURER

Heidi Krenz-Buchanan
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heidibuchanan@gmail.com

LOCAL DIRECTORS

Mary Ellen Mackey | 3-year term
741-1000 |
maryellenmackey.realtor@gmail.com

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Neil Kerwin | 1-year term
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Melissa Selvog | 1-year term
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Connor Fox | 1-year term
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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:

Happy New Year! Welcome to "2020"

Looking forward, we have two Floyd Wickman workshops coming up. First one is on January 15th and the second is on February 12th. Please send in your reservations so we can get these events moving. Also, there is REALTOR® & Government Day on February 5th and finally we have our 2020 Annual Dinner Dance on February 21 at Glen Erin. You can find registration forms for most of these later in this publication of the Association Newsletter.

Just as a reminder, you should all be using the Updated WB-11. The optional use date was November 1, 2019 and the mandatory use date is January 1, 2020.

REALTOR® & Government Day

February 5, 2020 | Madison Concourse [Hotel](#) and Governor's Club

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.

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.
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

**Committee List Pending
Changes**

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

Connor Fox, 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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WRA Releases Economic Report

The impact of construction and real estate services on state GDP, personal income and employment is very large and spread widely across the state, second only to manufacturing in its impact on the state's economy. However, construction employment in the state has declined since 2001, and new construction is failing to provide adequate shelter for residents and productive workplaces for employers relative to the nation as a whole.

The WRA's newest special report, "The Impact of Real Estate on Wisconsin's Economy," authored by Dr. Eppli, the director of the Graaskamp Center for Real Estate at the UW-Madison School of Business, explores these impacts in detail. See the full report at www.wra.org/EconomicReport.

Updated WB-11 Now Available

The 2020 form differs from the previous form in many ways. The WRA offers two products to help you understand the new WB-11 form: *LegalTalks Video Series: A 23-part video series, these are organized by line numbers. Simply watch the videos you find most relevant. www.wra.org/wb11changes

*Wb-11 Line by Line Training, episode 4 of Line by Line, the WRA's forms training video series. This new episode 4 video covers the entire form, from start to finish. More information www.wra.org/LineByLine

Destination CE

**Cha-Ching! Las Vegas CE Is Back
February 17 – 19, 2020**

Live Courses in Las Vegas. Vegas CE is back by popular demand this February so you can complete your CE in the entertainment capitol of the world. With CE classes during the day, your Vegas nights are free for shopping, gambling, dining, nightlife, live entertainment and more!

Why should you attend? * To complete all your required CE for the biennium in one trip. * To write off the trip as a business expense, but talk to your accountant first. * To escape the Wisconsin winter for warm temps and sunshine.

For more information you can go to:
www.wra.org/DestinationCE

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

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. Mardi Gras Theme! Watch for your Special Invitation.

MLS INFORMATION

*****A Few Database Changes:** On Monday, December 16, the following changes/additions were made to listing data we collect:

***The size of the public remarks field was increased from 650 to 800 characters.

***The size of the Items Included field was increased from 150 to 275 characters.

***For Single Family listings, we have added a required field for Total Full Garage Stalls. We have automatically filled this field for all Active, Pending, and Delayed listings from data in the Garage feature. If your listing has a single feature selected for 1 Car, 2 Car, or 3 Car, that data was automatically copied to this new field. **If your listing has no garage, more than a 3 car garage, or multiple garages, you will need to enter this data manually.**

-Garage has been added to the Other Room pick list. This will allow you to include garage dimensions if you would like. This will be a great way to bring attention to oversized garages, but will not require an entry if your listing has a standard garage.

***An additional field has been added for a second unbranded virtual/video tour.

***Aquaculture has been added as an option under the Farm Feature pick list.

***The ability to share listings via a text message is now available within Paragon. The text option can be found within the Share link when viewing a listing. The Share link is located within the blue menu bar, to the right of E-mail. Listings can be sent via text to any contact you have saved within Paragon. There is an option to set up a contact on the fly after selecting to text. If you receive an alert stating your mobile number is not configured, simply click on the option given to configure settings and enter your mobile phone number. You need to configure your mobile number just once.

***If you are still using Internet Explorer to access Paragon, please consider switching to a different browser. Microsoft retired Internet Explorer in 2015. Since then, components within Paragon, and other websites have begun to function poorly or not at all when using Internet Explorer. We have seen this happen specifically within Paragon mapping. Paragon desktop is compatible with current versions of [Microsoft Edge](#), [Chrome](#), [Firefox](#), and [Safari](#).

“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).”

Thank you, Sue

MLS Officers/Directors



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Pat Bellinghiere, MLS 1-Year Term

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Shelly Cronin, MLS 1-Year Term

Phone: 262-740-7707

Email: scronin@c21affiliated.com

Rebecca Bittner, MLS 1-Year Term

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Email: rebeccajbittner@gmail.com



Rock County Housing Statistics

Madison, Wis. —As we close in on the year-end, it's clear that we are going to be very close to the sales levels we've seen the last couple of years, but the tight inventory levels have kept our growth in check. Inventory levels do fluctuate on a seasonal basis, rising during peak sales periods in the summer and then falling during the winter period. Although, the inventory problem is most pronounced in our large urban areas and homes selling at lower price points.

We're experiencing the longest expansion in U.S. history and it looks like it's going to continue for a while longer. Early indication suggests that economic growth in the fourth quarter of this year will come at a pace close to the second and third quarters.

Even though home prices continue to rise at a robust pace, that was offset by improvements in income and lower mortgage rates, so our affordability has actually improved. Mortgage rates are down significantly, dropping from 4.87 in November of last year to 3.7% last month. The Wisconsin Housing Affordability Index shows that a fraction of the median priced home that the buyer with median family income can afford to purchase assuming 20% down and the remaining balance financed using a 30-year fixed rate mortgage.

Rock County Housing Statistics—The **median price** for November 2019 is \$165,000 and for the month of November in 2018 it was \$160,000 that was an increase of +3.1% and the **Sales** for November 2019 is 208 and November of 2018 was 205 that was a change of +1.5%. In November of 2019 there was 2.9 months of **inventory** and in November of 2018 there was 3.5 that was a change of -17.1%. Average **days on the market** in November of 2019 was 78 and November of 2018 was 77 that was an increase of +1.3%.

Statewide Housing Statistics—The median price through November 2019 is \$197,500 and through November of 2018 it was \$184,825 that was an increase of +6.9%. The sales through November of 2019 is 76,157 and November of 2018 was 77,202, a decrease of -1.4%.

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.

SUCCESS | 2020 VISION REAL ESTATE BUSINESS PLAN

“A Goal Without A Plan Is Just A Wish.”

---Antoine De Saint-Exupery

Do you need a Business Plan, then you will want to attend this great 3-hour course with the Floyd Wickman Team taught by Dawn Zehren. Great Agents create a self-sustaining business and a full life. Then they enjoy making a difference & a great Income. You can too! Learn how!

Wednesday, January 15th, 9 A.M. till Noon
The Associated Bank, 2720 Lexington Drive
Registration only \$49.00

NAME: _____

DATE: _____

OFFICE: _____

PAYMENT TYPE: CASH _____ CHECK# _____

Send or Bring Form with payment to: Rock-Green REALTORS® Association, Inc. 4451 Woodgate Drive, Suite 100, Janesville, WI 53546

OR, You can call in your reservation (608) 755-4841 or (608) 755-4854 or you can email Sue or Vicky

Sue@RockGreenRealtors.org

Vicky@RockGreenRealtors.org

Sponsored by: Rock-Green REALTORS®

Associated Bank and Floyd Wickman Team

To Register for REALTOR® & Government Day, go to WRA.ORG click on the R & G Day logo, go to the bottom and click on “Register” It will take you to the page to register. Or you can call the Association and we will get you registered.

Advanced Registration is FREE to members, \$25 to non-members and ATD. More info on page 7.



2020 is here! Where did the year go and how did we get to this! As everyone knows the 1st is New Years Day, 8th is MLS Officers/Directors Meeting, 10th is Full Moon, 15th Floyd Wickman (call 608-754-4854 for information), 16th is BOD meeting, and the 20th is Martin Luther King Jr. Day.

Wishing all January birthdays the best.

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 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!

Sue, MLS/Membership Administrator

Thank you to everyone who has been a member with Rock-Green Realtors Association, sorry to see you leave.

Thank you to every member who is stay with Rock-Green Realtors Association.

Thank you to the new members, welcome!

Good luck to everyone in your future endeavors.

NEW MEMBERS:

Kimberly Bird, First Weber Inc.
Nicole Borowski, Homestead Realty

MEMBER TRANSFERS:

Heather Hasseler, to: Century 21 Affiliated Janesville
Melanie Ula, to: Century 21 Affiliated Janesville
Shlomo Calvo, to: Walker Realty Group
Bradley Hasseler, Century 21 Affiliated Janesville
Kimberly Govert-Meris, to Century 21 Affiliated Beloit RG

MEMBERS LEAVING:

Mary Alonso, Century 21 Affiliated Janesville
Brian Bruhn, Century 21 Affiliated Janesville
Deanna Campbell, First Weber Inc.
Dori Davies, Associated Bank
Lori Emerson, Century 21 Affiliated
Jason Jaskula, Century 21 Affiliated Edgerton
Amanda Kalas, Shorewest Realtors
Candice Kildow, First Weber Inc.
Debra Olson, First Weber Inc.
William Perkins, Bill Perkins Auction & Realty
Marsie Boyd, Wells Fargo Home Mortgage~Stoughton

Tammy Schindler, Shorewest Realtors
Jeffrey Splan, Walker Realty Group
Tina Tillery, US Bank Home Mortgage Corp
Desirae Wedell, Shorewest Realtors
Stacy Bornbach, First Weber Inc.

MEMBERS RETIRING:

Jerel Rickun, Homestead Realty Janesville
Judith Grunzel, Century 21 Affiliated
Kathleen Keller, Koshkonong Realty

OFFICES LEAVING:

Bill Perkins Auction & Realty
Wells Fargo Home Mortgage~Stoughton
Koshkonong Realty
US Bank Home Mortgage Corp

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 very much appreciated.”

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

JANUARY BIRTHDAYS

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

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



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

DATES TO REMEMBER



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JANUARY 2020

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

Jan. 15, Floyd Wickman Workshop, Associated Bank 9 a.m.

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

UPCOMING EVENTS

Feb. 5, Realtor & Government Day, Madison, 12:30 – 5:30

Feb. 12, Floyd Wickman Workshop, Associated Bank, 9 a.m.

Feb. 13, New Member Orientation, Assoc. Office, 9 a.m.

Feb. 20, Rock-Green B.O.D. mtg. 9:00 a.m. Assoc. office

Feb. 21, Rock-Green Annual Dinner Dance,

FEBRUARY BIRTHDAYS

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



February 5th, 2020 | Madison Concourse Hotel and Governor's Club | 1 W. Dayton Street, Madison, WI 53703

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.

2020 Tentative discussion topics	2020 tentative event schedule
*Workforce housing	12:30 – 1 p.m. Registration
*Home Inspectors	1:00 – 1:15 p.m. Welcome/overview
* Chasing Sales	1:15-1:45 p.m. Keynote speaker
* Presumption of riparian rights	1:45-2:45 p.m. Issue Briefing
	2:45-3 p.m. Move to the Capitol
	3-4:30 p.m. Capitol Visits
	4:30-5:30 p.m. Reception

Register online at WRA.org or call the Association and we will get you registered. Members Free or \$25 non-member or ATD registration.