



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

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**A word from your President
 By Jerry Morse**

Welcome to 2021!

We have already experienced quite a bit of excitement for 2021. Let's hope that the rest of the year is less stressful than 2020.

Our market data still shows December 2020 Single Family home sales up in both the number of sales and in prices in Rock County versus the previous year. The low interest rates and low inventory were still fueling the market. My last search of homes for sale in Rock County showed about 150 homes that were not under contract. That number is less than the average number of sales per month that we have been experiencing. That could mean the number of sales in January or February could be at a slower pace.

The Corona Virus will likely be a part of our lives for months to come and the economy uncertain. Those issues did not seem to affect our local real estate market in 2020! As Realtors, we have always met the challenges of change and will continue to do.

May you all have a healthy and prosperous 2021!

Stay Safe!

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:

Happy New Year!

I sincerely hope everyone had a nice holiday break and is ready for the New Year!

We are going to plan some Membership Meetings on Zoom this year. If you have any content that will interest you or you think it will interest the Association members please let me know what that is. This will certainly be an interesting year and hoping that we can get to some normal activities at some point this year. I know I am ready for something normal!

On-time Dues Collection for 2021 is done. If you still have not renewed your Association dues for 2021 you will now have to renew as a new agent. You will have to add \$150 new member fees for State and Local to your total. Thank you to all that have renewed, we appreciate your renewals.

We have the need for more participation on our Professional Standards Committee, if you are interested or want more information please call me or Wade Williams. There is also a need for Ombudsman's and Mediators if you have an interest with this option, please give me or Wade Williams a call for more information. Thank you in advance for any interest.

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
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
Vicky Kreyer

GOVERNMENT

AFFAIRS/RPAC

Jim Zanton, Chair
Mary Gilbank-Peterson, Co-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
Brandi Dabson
Kelly Falk
Jeannine Hill
Linda Kleinschmidt
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)
Jeannine Hill '2020 (T-)
Eric Kim '16 (T-14)
Heidi Krenz-Buchanan '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

Committee Chairs and Co-Chairs

I would like to set up a Zoom Committee Meeting. Let's call it a Coffee Hour where we will meet and discuss with each other ideas for membership meetings or ideas for member events. Maybe even discuss having Coffee Hours for members maybe weekly or monthly to just hop on and say hello to everyone or if you want to pass a message along to the membership, this would be a great way to interact and spread a message. Watch for details soon!

WRA Annual Membership Meeting

WRA members are invited to attend the WRA's Annual Membership Meeting. This will be on Friday, January 29, 2021 at 9:00 A.M. This will be a Zoom meeting, if you wish to attend you will need to contact Vicky at the Rock-Green Association or Sandy Bolgrihn at SandyB@wra.org or 608-242-2262 for the Zoom information. Agenda: I. Call to Order – Mary Duff, WRA Chair. II. Association Issues. III. Adjournment.

REALTOR® Children Scholarships

The selection process is underway for the Wisconsin REALTORS® Foundation's REALTOR® 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're a REALTOR® and your son or daughter meets the eligibility criteria, apply today. The scholarship application is available at wra.org/scholarship or by contacting Sandy at SandyB@wra.org. This application deadline is March 13, 2021.

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

*****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.

*****RatePlug:** Rock-Green members can utilize RatePlug at no cost. RatePlug puts accurate monthly home payment estimates from your trusted lenders directly within the property reports you send your clients from Paragon. Paragon's homepage has a link with a 1 minute overview of RatePlug, or a link for opt-in directions.

*****Please remember to have a photo with your listing even if it a SBP (sold before published), unless it is lots and acreage (no photo required).**

*****Within the Condo Available Common Amenities feature a new selection for Fire Sprinkler System has been added. Within the Condo Fee Includes feature, a new selection for High Speed Internet has been added.**

*****Within the Multi Family Unit 1 - Unit 4 features, two new selections have been added for Private Basement and Shared Basement.**

*****If you receive an email alerting you that a client has opted out of receiving emails from you via Paragon, this may be because they accidentally clicked on the opt out link within an email, or because Paragon received a bounce back from your clients email provider. To opt them back in, email them the following link or open the link and type in their email address: <http://p50.fnismls.com/paragonsubscriptions/optin.aspx>. Your client will be sent a confirmation email containing an opt-in option they will need to click on within 72 hours to opt back in. This opt in link can also be found within the links in the orange banner on the top of the Paragon home page. You can proactively check for clients that have been opted out by clicking on Contacts and View/Manage Contacts within Paragon. Look at the Email column. Clients should have an orange envelope indicating a valid email address. If you see a white envelope with a red exclamation point, this client is opted out and is not receiving emails.**

***** 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.

Thank you, Sue

MLS Officers/Directors



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Email: verna@thebriggsrealtorgroup.com

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Email: kfalk@c21affiliated.com

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Phone: 608-289-7912

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Email: patb@gogambino.com

Rebecca Bittner, MLS 1-Year Director
Phone: 608-741-1000

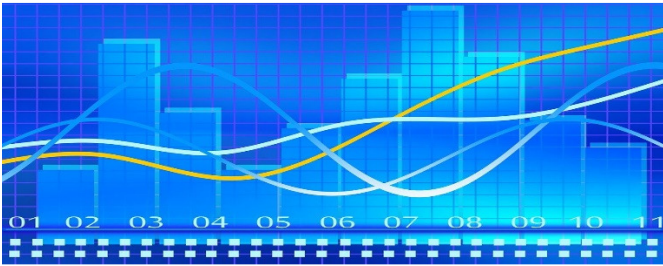
Email: rebeccajbittner@gmail.com

[Nicole Davis 1 year Director](#)
Phone: 608-931-7244

Email: davisnd04@gmail.com

[Anthony Dransfield 1-year Director](#)
Phone: 608-158-9779

Email: dransfieldt@firstweber.com



Rock County Housing Statistics

Madison, Wis. —Existing home sales continued to surge in Wisconsin as mortgage rates hit a new record low in November, setting Wisconsin on a record pace for sales while continued low inventory levels pushed home prices even higher. November home sales increased 15.2% compared to their levels 12 months earlier, and the median price increased 15.8% to \$223,000.

Low inventories continue to be a challenge in this market. A balanced market where there is neither a buyer's nor seller's advantage is considered to be six months of supply. We're selling homes faster than they're coming on the market, which is leading to our persistent housing shortages. There is just 2.8 months of supply statewide, indicating a very strong seller's market.

In the immediate aftermath of economic lockdowns to control the spread of the virus, there were predictions of a V-shaped economic recovery, and the 33.1% bounce during the third quarter of real (inflation-adjusted) GDP would seem to support that claim, but the fourth quarter is shaping up to have more normal growth. It remains to be seen whether this is a V-shaped economic recovery, but the home sales are on a record pace, and historic low mortgage rates make this an excellent time to buy a home. In this market homes are moving quickly and working with a REALTOR® who is experienced is still the key to success.

Rock County Housing Statistics—The median price for November 2020 is \$181,850 and for the month of November in 2019 it was \$165,000 that was an increase of +10.2% and the **Sales** for November 2020 is 232 and November of 2019 was 210 that was an increase of +10.5%. In November of 2020 there was 2.7 months of **inventory** and in November of 2019 there was 3.2 that was a decrease of -15.6%. Average **days on the market** in November of 2020 was 75 and November of 2019 was 78 that was a decrease of -3.8%.

Statewide Housing Statistics—The median price through November 2020 is \$220,000 and through November of 2019 it was \$197,500 that was an increase of +11.4%. The sales through November of 2020 is 81,268 and November of 2019 was 76,866 that was an increase of +5.7%.

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.

Wisconsin REALTORS® FOUNDATION

Thank you to all who donated to the Wisconsin REALTORS® Foundation (WRF) to help meet our goal of raising 120,000 meals in the month of December for Wisconsin children struggling with hunger each day.

The WRF proudly matched \$20,000 in donations made during the month of December, that's a total of \$40,000 in donations to Feeding Wisconsin on behalf of your foundation.

Your donation made a REAL difference for the children in each of your communities.

While we reached our December goal, the WRF's efforts will continue in 2021 to further help the 1 in 5 children who struggle with food insecurity in our state. For every dollar, Feeding Wisconsin can provide 3 meals. If you would still like to donate, please go to the following link to donate today.

https://www.Wra.org/Resources/Video_Center/Your_Donation_Today_Feeds_a_Child_Tomorrow/

2020 RPAC REPORT

In spite of the COVID-19 pandemic, we easily went over our statewide goal of \$550,000 and actually raised more money in 2020 than 2019. That's quite an accomplishment given the unique and challenging circumstances presented by the pandemic. A few other facts worth noting:

- We raised more money this year than 2019, which was the previous record for RPAC fundraising: \$648,016 in 2020; \$635,297 in 2019.
- 14 out of 19 boards reached and/or surpassed their 2020 goals.
- We managed to hit these numbers in spite of the challenges presented by COVID-19 that required the cancellation of several major fundraising events.
- From late March through mid-June, virtually all political fundraising stopped. We reached our goals in less time than ever before.

Bottom line: Thank you All for a job well done! Your efforts paid off in a big way and you all deserve a ton of credit for reaching your goals under difficult circumstances

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.



Welcome to 2021 may this year be way better than 2020!

Wishing all January birthdays the best. Events for January: New Year Day 1st, Martin Luther King Jr Day 18th, and Full moon 28th. Not much going on in January.

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:

Tammy Kolovitz, First Community Credit Union

Offices Leaving:

Keller Williams Realty Signature Janesville

Members Leaving:

Patricia Knoble, First Community Credit Union (Retiring)
Dwight Kruse Century 21 Affiliated Beloit (Retiring)
Katrina Bird, First Weber Inc.
Kerry Role, The Morse Company
Cynthia Stout, Marklein Builders
Kenneth Redeker, Keller Williams Realty Signature
Brandi Dabson, Keller Williams Realty Signature
Ashley Suiter, Keller Williams Realty Signature
David Young, Keller Williams Realty Signature
David Brown, First Weber Inc. (Retiring)
Heather Busby, First Weber Inc.
Shelby Dewey, First Weber Inc.
Randall Borman, Century 21 Affiliated Janesville (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 2021
February 11, 2021
May 13, 2021
Aug 12, 2021
November 11, 2021

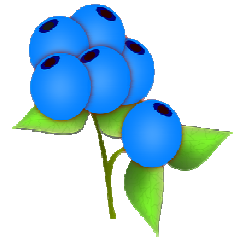
“Thank you Wade Williams for being our orientation instructor very much appreciated.”

RECIPE OF THE MONTH

BLUEBERRY-POPPY SEED BRUNCH CAKE

CAKE:

2/3 c. sugar
½ c. butter or margarine
2tsp. grated lemon peel
1 egg
1 ½ c. unbleached flour
2 T. poppy seeds
½ tsp. baking soda
1/4. Tsp. salt
½ c. sour cream



FILLING:

2 c. fresh or thawed frozen blueberries
1/3 c. sugar
2 tsp. flour
¼ tsp. nutmeg

GLAZE:

1/3 c. powdered sugar
1 to 2 tsp. milk

Preheat oven to 350°. Grease and flour bottom and sides of 9-inch or 10-inch spring form pan. In large bowl, beat 2/3 cup sugar and butter until light and fluffy. Add lemon peel and egg, beat 2 minutes at medium speed. In medium bowl, combine 1 ½ cups flour, poppy seeds, baking soda and salt; add to butter mixture alternately with sour cream. Spread batter over bottom and 1-inch up sides' ¼-inch thick. In medium bowl, combine all filling ingredients; spoon over batter. Bake at 350° for 45 to 55 minutes, or until crust is golden brown. Cool slightly. Remove side of pan. In small bowl, combine powdered sugar and enough milk until glaze is desired drizzling consistency. Blend until smooth. Drizzle over top of warm cake. Serve Warm. Yield: 8 servings.

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.

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.

2021 JANUARY BIRTHDAYS

3	Rachel Larsen
4	Cynthia Briggs
5	Mary Hively
6	Linda Steinke
	Charla Piper
11	Janine Birkhimer
	Kenneth Pizzurro
12	Carol Thiel
15	Jay Frazier
16	Jason Sheridan
17	Preston Coutts
19	Tony Dransfield
20	Colleen Nelson
	Kyle Carrier
	Shlomo Calvo
21	Angelica Figueroa
	Devin Elliott
22	Jim Reilly
23	Jordan Zwickl
	Kassandra Dixon
	Briana Skog
24	Beth Hanthorn
25	Macy Walter
26	Julie Raese
29	Melani Phillips
31	David Newville

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

Jan. 20, Assoc. B.O.D. meeting, ZOOM 8:45 a.m.

UPCOMING EVENTS

Feb. 10, MLS B.O.D. meeting, Assoc/Zoom 9:00 a.m.

Feb. 17, Assoc. B.O.D. meeting, Assoc/Zoom 8:45 a.m.

2021 ANNUAL DUES were due by December 31. For renewals you must now add a \$150 State and Local New Member Fee.



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 County Community wildlife and such. Just Estate photos or include your signage. (with a little description) to the Association either to Sue or Vicky. Vicky@RockGreenRealtors.org or Sue@RockGreenRealtors.org HAPPY SNAPPING!



FEBRUARY BIRTHDAYS

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



NATIONAL ASSOCIATION of REALTORS®

Dress for the weather. If your car breaks down or you need to escape a dangerous situation, you could find yourself exposed to harsh weather. In the winter, keep a blanket and some spare warm clothes in your car.



For more safety tips from NAR, visit NAR.realtor/safety