



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

4451 Woodgate Drive, Ste 100  
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**A word from your President**  
**By Mary Ellen Mackey**

Hello everyone.

I'm excited to represent you and the Rock-Green REALTORS® Association this next year. I am looking forward to making efforts to improve organization within our association and committees, as well as increasing member involvement. I welcome anyone with fresh ideas to help with these efforts. I ask brokers to please encourage your team to get involved in MLS committees, meetings and events. Our next membership meeting is Wednesday October 24<sup>th</sup> at 8:30 am at the Pontiac Convention Center. A panel of local legislators will be discussing important topics impacting the real estate trade and Rock County.

A great time was had by everyone who attended the WRA Fall Convention in Wisconsin Dells last month. Rock-Green had 16 members in attendance and a fun filled disco party kept many up late. Conventions are a great time to network with agents throughout the state and gain valuable information on market trends and business tips.

Thank you to those who attended our annual safety meeting on Sept. 20<sup>th</sup> at Pontiac Convention Center. A big "thank you" to both Chad Sullivan and Chris Bourgeois for giving us a great presentation with useful and honest information to help keep us all safe.

Rock-Green Realtors® Association will be hosting the annual Community Fun Fair with a spooktacular Halloween twist this year. The event will take place on Oct. 25<sup>th</sup> 3:00 – 7:00 pm at Pontiac Convention Center. Booths are available to member offices for only \$25. This will be a fun event for all and is free for all kids. Food, fun, games, costume parade and prizes!

Don't forget the CE biennium deadline is December 14<sup>th</sup> this year. Agents are required to complete four mandatory courses and two elective courses. The WRA offers education that goes beyond the basics to issues that are relevant to your practice with flexible learning options available including: In Person Class Instruction, On Demand, Self-study Guides and DVD options. Visit <https://www.wra.org/RECEinfo/> to learn more about your options.

Happy Halloween to all!

Mary Ellen Mackey



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\* = Inserted Page

## EXECUTIVE COMMITTEE

### PRESIDENT

Mary Ellen Mackey  
741-1000 |  
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### PRESIDENT-ELECT

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morserealestate@hotmail.com

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Mike Venable | 1-year term  
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Julie Budrow | 1-year term  
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Jackie Borgwardt | 1-year term  
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## ROCK-GREEN STAFF

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Website [www.rockgreenrealtors.org](http://www.rockgreenrealtors.org)

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! October is here and you can certainly feel the crispness in the air. Weather is changing and so is the leadership of your Association. I hope all that attended this year's event found it to be a welcome change from breakfast to lunch, and always a great day when we get to see Cori Lamont from WRA to do our Installation Program.

Our safety program this year was with Chad Sullivan always a welcomed speaker and Chris Bourgeois with her high energy presentation, wow what great information. They both did a great job in letting us all know how to keep safe and prevent us from being a statistic. How to be proactive and reactive if need be.



### 2018 Community Family Fun Fair

We really could use your help on this year's fundraiser for Project 16:49. Member offices can host a booth at our Annual Community Family Fun Fair for only \$25 that is a small price to pay to make some kids day a little brighter and happier. All you need is a fun game and a little give away. With a Halloween Flare this year should be a **Night to Remember**. **Woahhhhhhh, eekkkkkk, screechhhhhhh.** Dress up, decorate your space, have some fun that is what it is all about. We also need help with the Association's REALTOR® Booth. We are doing a cake walk so we are also in need of single wrapped goodies. And, people to run the game. Just play and stop music that is it. It is only from 3-7 so you can come for part of it or once you get here it is so fun that you will probably stay for the duration. It is so gratifying to see the smiles on the kids' faces. Please call and volunteer or send your treats to the Association office by October 22. Thank you for all your help we are all in this together, let's make this the best event ever. If you have never attended a Fun Fair, attend this one, it is going to be the best by far. Everyone loves a little fright in their night!

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*

### 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.**  
**(New Hours) Friday | 8:30 a.m. – 12:30 p.m.**

**ROCK-GREEN REALTORS®  
ASSOCIATION  
2017-2018 ASSOCIATION  
COMMITTEE LIST**

**BUDGET/FINANCE**

Ben Shult, Chair  
Heidi Krenz-Buchanan  
Jeff Zuelke  
Neil Kerwin  
Jim Zanton  
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  
Terry Morris  
Becky Zuelke  
Terri Moldenhauer  
Wade Williams  
Paul Schieldt  
Rebecca Bittner  
Vicky Kreyer

**EDUCATION**

Russ Zueger, Chair  
Andrea Morse  
Penny Patterson  
Candice Kildow

**EQUAL OPPORTUNITY**

Paula Carrier, 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  
Vicky Kreyer

**GOVERNMENT  
AFFAIRS/RPAC**

Jim Zanton, Chair  
Mary Gilbank-Peterson, Co-Chair  
Heidi Krenz-Buchanan  
Andrea Morse  
Dan Puckett

**HEALTH & SAFETY FAIR**

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

**MEMBERSHIP/Orientation  
PROGRAM**

Wade Williams, Chair  
Diana Stoehr, Chair  
Andrea Morse  
Wade Williams

**NOMINATION**

Ben Shult, Chair  
Heidi Krenz-Buchanan  
Jeff Zuelke  
Neil Kerwin  
Jim Zanton  
Jerry Morse  
Paul Schieldt  
Colleen Nelson  
Blair Winn

**PERSONNEL**

Ben Shult, Chair  
Heidi Krenz-Buchanan  
Jeff Zuelke  
Neil Kerwin  
Jim Zanton  
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 '16(T18)  
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

**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 THE DATE—October 24, 2018  
Rock-Green REALTORS®  
Association Membership Meeting.**

Put this date in your calendars. You won't want to miss this great event. This is our next all important Membership Meeting, it is at the Pontiac Conv. Ctr. Registration is at 8:30 with our program to begin at 9:00 a.m.

Come and meet some of our local legislators in a panel discussion to provide us with some great information on important topics that could impact real estate and issues that impact our communities. As the day gets closer we will provide you with names of the guests as they give us a solid confirmation.

Have you not registered to vote yet? Not sure if you are registered, did you move, we will let you know where you can go to register. Even if you are like me and not really into this political stuff I believe that this will be a great meeting for us all.

**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.**



**HAPPY FALL | HAPPY HALLOWEEN**

## MLS INFORMATION

\*\*\*Our Paragon vendor, Black Knight, has positioned a product called Homebot within the Contacts section of Paragon. This product gives agents an option to stay connected with their clients between home purchases by providing home finance advice via monthly emails. Click on Contacts and Access Homebot for a 2 minute video to find out more.

\*\*\*Agents with standard agent level security can now update all room dimensions, room levels, and other room names for their listings within Paragon. In addition to these fields, agents have had the ability to update all pick list features, photos, virtual tours, associated documents, map location, public remarks, broker-to-broker remarks, showing instructions, open house date/time, broker open date/time/comments, and assessment/tax info for their listings.

\*\*\*We are excited to report that the Northeast Wisconsin MLS is now importing all listings directly from WIREX into their local MLS database. If you list a property in any of the following counties, that listing will automatically be loaded into the Northeast WI MLS database for easy access by their members. The counties include: Adams, Brown, Calumet, Dodge, Door, Fond du Lac, Green Lake, Kewaunee, Lincoln, Manitowoc, Marathon, Marinette, Marquette, Menominee, Oconto, Outagamie, Portage, Shawano, Sheboygan, Waupaca, Waushara, Winnebago, and Wood.

Since June of last year, we have imported over 5,500 listings from other MLSs, via WIREX, directly into your SCWMLS database to make it easier for you to find them. These listings are located in the 19 counties our Rock-Green and SCWMLS members typically list and sell in. Metro MLS has done something similar in that their members can also see SCWMLS listings directly in their Flex system without switching to WIREX.

A new listing share option has been added that will allow you to share listings in SMS, MMS, or instant messenger applications. From the spreadsheet, you will see a new option in the toolbar labeled Share. When you select the listings you want to share, and click the Share button, a URL will be displayed in a modal. This URL can be used to send the group of listings via a text message. The link, when clicked on by the receiver, will display listings in the mobile friendly Collab Center listing view.

\*\*\*When filling out the field for **Finished Above Grade Square Footage**, include only the finished area on levels that are 100% above grade (or ground).

None of the square footage on a walk-out lower level with even one wall partially below grade should be included in the Above Grade Square Footage field, even if all the other walls on that level are above the ground. If you need assistance contact Rock-Green REALTORS® at 608-755-4841 (Sue).

\*\*\***Fun for you:** A new Southwest theme banner has been added to your preference options to spice things up! Go to Preferences -> System -> User Interface.



*Thank you, Sue*

## MLS Officers/Directors

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Email: [eric.kim1987@yahoo.com](mailto:eric.kim1987@yahoo.com)

Pat Bellinghiere 1-year term  
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Email: [patb@gogambino.com](mailto:patb@gogambino.com)



## Rock County Housing Statistics

**Madison, Wis.**—Housing inventories tightened in August, putting strong upward pressure on home prices, but a continuing strong economy resulted in a solid increase in home sales.

Inventories have remained weak throughout the year, which has kept year-to-date sales down slightly compared to 2017. It is important to remember that we are comparing 2017, which was a very strong summer in terms of sale volume.

The national economy is growing at a robust pace, which has given a strong boost to consumer confidence. In Wisconsin, the unemployment rate has been below 3% since March this year, and the August rate was 2.9% in the state, which was a full percent lower than the national rate.

As a result, the impact on affordability has changed only slightly over the last 12 months.

**Rock County Housing Statistics**—The **median price** for August 2018 is \$165,000 and for the month of August in 2017 it was \$143,700 that was an increase of +14.8% and the **Sales** for August 2018 is 245 and August of 2017 was 262 that was a decrease of -6.5%. In August of 2018 there was 4.0 months of **inventory** and in August of 2017 there was 4.1 that was a decrease of -2.4%. **Average days on the market** in August of 2018 was 74 and August of 2017 was 85 that was a decrease of -12.9%.

**Statewide Housing Statistics**—The median price through August 2018 is \$184,900 and through August of 2017 it was \$172,900 that was an increase of +6.9%. The sales through August of 2018 is 56,095 and August of 2017 was 57,179 that was a decrease of -1.9%.

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.

Membership Meeting, October 24, 2018  
Held at the Pontiac Convention Center  
Registration 8:30 a.m. Meeting 9:00 a.m.

Have you met any of your local legislatures? If not come to this meeting and meet your local representatives, Republican or Democrat it doesn't matter they will both be here sharing their views on topics that our moderator, Wade Williams will be helping us out on. If there are any Real Estate issues that you want to know more about, just let Wade or myself know what they are and we will try and get answers for you or have them respond to the questions that day that you might have. **One lucky attendee will win a \$120 certificate towards the local portion of their 2019 Annual Association Dues.**

**Call the office to register or the registration forms will be out shortly. 755-4854**

## 2018-19 Annual Association Dues Invoices are now being distributed



**If you do not receive yours within the next few weeks, please call the Association office for a copy.**

## CE BIENNIUM DEADLINE, DECEMBER 14, 2018

### Mandatory courses (all four are required)

- Course 1, Wisconsin Listing Contracts
- Course 2, Wisconsin Offers to Purchase
- Course 3, Wisconsin New Developments
- Course 4, Ethics and Best Practices, includes NAR Code of Ethics requirements.

### Elective courses (two required)

- Elective A: New Construction
- Elective B: WI Investment Property and Property Management
- Elective C: Financing
- Elective D: Other WI Approved Forms

## There are changes happening:

- \*There is a \$25 reactivation fee to MLS accounts that have been shut off due to non-payment.
- \*There was a motion to change the Association work hours. It was voted on that the office will now be open for four hours on Friday. This will start with the first Friday in October. Hours, 8:30 am to 12:30 pm.
- \*For the Membership meeting on October 24<sup>th</sup>, there will be an extra incentive for attending this meeting. We are going to have a drawing for one \$120 winner of their Local Portion of the 2019 Association Dues.



October, where did the year go? 2019 Dues are in the mail or delivered to the offices. I know this is not your favorite time, but maybe next year consider the pre-payment plan. It makes it so much easier on you, "the agent" when Dues time comes around. Happenings in October, the 16<sup>th</sup> is National Bosses Day and Halloween is October 31<sup>st</sup>.

Wishing all October 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:**

Kathleen Stumpf, Shorewest Realtors  
 Marsie Boyd, Wells Fargo Home Mortgage, Stoughton  
 Nicholas Horkan, Shorewest Realtors

**MEMBERS leaving the Association:**

Kathy Rebman, Shorewest Realtors  
 Christina Tuescher, Shorewest Realtors  
 Dennis Condon, Re/Max Woods and Water

**MEMBERS ON THE MOVE:**

NONE

**NEW OFFICES:**

Wells Fargo Home Mortgage, Stoughton

**OFFICES LEAVING:**

Re/Max Woods and Water



**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 2018  
 November 15, 2018**

**"Thank you to River Title for the donuts and coffee for our orientations. Very much appreciated."**

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

**"Recipe of the Month"**



- 1 pkg. jumbo pasta shells
- 1 can shrimp pieces
- 1 sm. onion, finely chopped
- ½ c. celery, finely chopped
- ¼ c. green pepper, finely chopped
- ½ tsp. celery seed
- Miracle Whip, to moisten

Cook shells according to package directions. Drain well and allow to dry for several minutes. Mix remaining ingredients and stuff shells. Refrigerate for 1 hour minimum and serve.

**STANDARD ABBREVIATIONS:**

Tsp.	Teaspoon	Sm.	Small
T.	Tablespoon	Med.	Medium
c.	Cup	Lg.	Large
Oz.	Ounce/ounces	Pt.	Pint
Lb.	Pound/pounds	Qt.	Quart
Sq.	Square	Doz.	Dozen
Ctn	Carton/container	Bu.	Bushel
Pkg.	Package/packages	Env.	Envelope
Btl.	Bottle/bottles	Pkt.	Packet/packets
Liter	Liter	Mg.	Milligram
Approx.	Approximately	Gm.	Gram/grams
Temp.	Temperature	Gal.	Gallon/gallons

*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.**

**Key System Hot Tip:** Our Supra key system allows you to set email or text alerts when an agent opens your keybox, and when they leave your listing. You can also set up to send this alert to your seller or team member(s). Alerts can be set up via [www.supraekey.com](http://www.supraekey.com) (click the SupraWEB Login for Real Estate Agents). If you are new to this website, you will be prompted to set up an account (hint: your key serial number displays at the top of your ekey screen). Click [here](#) for detailed instructions on setting up showing alerts.

# OCTOBER BIRTHDAYS



3	Andy Phillips
12	Kerri Walker
14	Ellen Phillips
	Jodeen Schmid
	Krista Shortreed
15	Bryan Holder
	Valerie Eagan
17	Michael Hanna
18	Thomas Kerl
20	Cindy Garza
	Mayanne Warden
21	Lynnea Strickland
23	Karla Hale
26	Anda O'Connell
27	Mary Alonso
31	Julie Gaddini
	Trixie Hickok
	James A Phillips

**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](http://wra.org/techhelpline)  
 SUPPORTED ISSUES: [www.techhelpline.com/computer-support/](http://www.techhelpline.com/computer-support/)

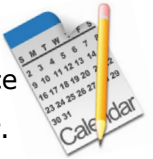


## DATES TO REMEMBER

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### OCTOBER 2018

October 10, MLS Board mtg. 9 A.M. Association office  
 October 17, Rock-Green BOD mtg. 8:30 A.M. Assoc. Office  
 October 24, Membership Meeting, Pontiac Convention Ctr.  
 October 25, Community Family Fun Fair, Pontiac Conv. Ctr.



### UPCOMING EVENTS

November 14, MLS Board mtg. 9 A.M. Association office  
 November 15, New Member Orientation Association Office  
 November 21, Rock-Green BOD mtg, 8:30 a.m. Assoc. office  
 November 21-22, Holiday Closed  
 November 22, Thanksgiving

## NOVEMBER BIRTHDAYS

2	Loren Fellows	21	Kristen Mayhew
3	Sandra Unger		Linda Kobilca
	Brandt Schauder	22	Randy Borman
4	Patti Droessler		Sandy Thew-Sonneson
5	Paul Schieldt	24	Wade Williams
	Russell Hansen		James Martin
	Erik Fournais	26	David Joos
7	Julie Wilson	27	Sally Astin
8	Andrew Weberpal		Barbara Palmby
13	Tammy Cherry	28	Kaye Fulton
	Holly Nehls		Henry Londo
	Jennifer Burns		David Young
18	Rebecca Wehrwein	30	Jim Zanton
19	Gary Merk		Erik Skindingsrud
			Sue Cook

## 2018 Annual Community Family Fun Fair

Thursday, October 25, 3 - 7 P.M.

### Pontiac Convention Center

Show your support for your Association and for your community. Host a booth, only \$25 for member offices. That is a great deal! Pair up with another Realtor or Affiliate office. Decorate it SPOOKY and have a chiller of a game and a small give-away for the kiddos. Cheer on the kids as they are doing their costume parade. This will be fun for all and FREE for the kids. Food, fun, games and prizes. Sign-Up Today

\*