



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

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

September is upon us and I get to write my last newsletter. I want to thank everyone for giving me the honor and privilege to serve as your President this past year.

A big Thank You for all the Officers, Directors, Committee Chairmen, and Members for their hard work and dedication while working under difficult circumstances for a good part of the year.

Kudos to the R-PAC Chair, Mary Gilbank-Peterson, and her committee for a wonderful experience at the new Snappers Ball Park and to Al Herbst and Gary Getchel for a great Golf Outing!

Let's keep the ball rolling by attending our 2021-2022 Installation and Awards Program on September 24th at the Rotary Gardens. It's a chance to welcome your incoming President, Connor Fox, and his team for the next year.

The Market is still a strong seller's market, but I notice there have been more listings for sale recently and not quite as many Multiple offer situations. It would be wonderful if we could get both a balanced market and get the Covid Pandemic completely behind us.

May the next year be your Best Ever!

Jerry



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Installation Registration Form *
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EXECUTIVE COMMITTEE

PRESIDENT

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PRESIDENT-ELECT

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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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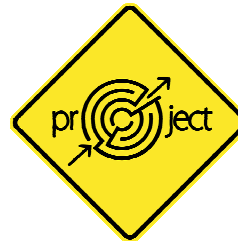
A Note from your Association Executive:

Hello all, there is definitely a crisp in the evening air these past few nights. That only means that the fall season is getting closer.

Please take a minute and fill out the registration form for this year's Installation program being held at the lovely Rotary Gardens on September 24. Also, you will not want to miss the Membership Meeting on October 13th. We have Mark Eppli, the Director of the James A. Graaskamp Center for Real Estate at the University of Wisconsin-Madison speaking on the Economy and what it will look like to the Real Estate community. This will be a great program, packed with a lot of information. Registration form in this newsletter. We will also be celebrating the Association's 100th Anniversary.

We are trying to come up with more Community Activities so, if you have any suggestions, Please call me and let me know. We need to show the Area Communities that we live in that We Care... Because **That's Who we "R"**

Your Association is 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!



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
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
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
Danielle Schmitz
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

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

ANNOUNCEMENTS

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**Happy 100th Anniversary
1921 - 2021**

Rock-Green REALTORS® Association will be celebrating on October 13th. We will have our first Membership Meeting for 2021. Mike Theo, President and CEO of The Wisconsin REALTORS® Association will present the Association with a plaque. I hope you all can join us. We will also have an awesome Economic Outlook speaker, you don't want to miss.

The RPAC Event at the new Snapper's stadium was a great event. We added \$595.00 to our total contributions. We are half way to our goal. Watch for future plans to make our Goal! Great Job to everyone that participated!



We did have a few bumps with our online Auction. We are working out the issues with the Online Auction site that we were using. Watch for possible future Online Auctions.

2021-2022 Installation Program

September 24 at Rotary Gardens
Registration/breakfast 8:30 a.m.
Program at 9:00 a.m. – 11:00 a.m.
Registration form in this newsletter

Annual Community Fun Fair

This program is getting on the way and information will be coming soon to your inbox. There is limited space available but we are reserving first spaces to You, the REALTORS® of our Association. Spaces are only \$25 and you will need to have a fun game and little prizes or treats for the kids. This event will be held on October 28th at the AmericInn/Emmy's on Milton Ave. and we will be supporting Emmy's Wish as this year's recipient. There is plenty of space and plenty of parking. Want to make a family night out of it, we will have a block of rooms. More information on the rooms to come. Watch your emails for more information. You can call the Association and reserve your spot today. Show your spirit and show the community because, That's Who We "R".

MLS INFORMATION

*** ShowingTime has just released a new waitlist option that allows you to set up an alert if a new showing time opens up. This may help when trying to secure a showing for a popular property. There is link on Paragon™ to assist you with this option.

*** Market Monitor Tips: You can customize the Market Monitor on the Paragon Home page to limit the display of listings to certain counties, cities, school districts, or types of property. Click the gear to the right of the words Market Monitor to set your preferences.

Clicking the My Info Tab on the Market Monitor gives you quick access to your current active listings as well as you current offer-no show listings, your current delayed listings, your listings due to expire for days specified, and your sold for the past six months. Listings under the Sold Within Six Months link include your co-broke sales, allowing easy monitoring to be sure you given credit for the co-broke sales.

*** If you are not currently using the Tax Autofill link when adding a listing, you may want to check it out. Clicking on the Tax Autofill link at the top of the Add Listing screen will take you to the Tax Search page. Locate the property you are adding by parcel number, address, or owner name. Select the tax record, and then click on the Autofill link at the top of the screen. Information such as address, owner, school district, acres, assessments and taxes will be automatically imported into the add-listing screen saving you keystrokes. If the listing agent has provided information that is different from what is auto-filled, you can simply overwrite the auto-filled information.

*** Entering Sold Comps: When entering a comp sale (**listing sold outside MLS**), instead of just entering "sold comp" in the remarks, please include features of the property that are not addressed in our pick lists, especially if there is something unique. Accurate and complete data makes our MLS database more useful for everyone using it.



*** Agents with basic Realtor level Paragon access can enter listing data for a new listing directly into Paragon (Listings -> Add Listing) and save it as a partial. This option streamlines the add listing process by allowing agents to directly key in listing data as opposed to filling out profile sheets. Partial listings can then be reviewed and saved as live listings by users with office administrative access. When entering a partial listing, an agent should make note of the partial listing number assigned to pass on to their office listing administrator, along with any documentation required by their office. If the listing should be entered in a status other than Active, that should also be noted. Administrators can then pull up the partial listing to complete under Listings -> Maintain Partial.

*** Before handing off to your administrator, click Save Listing to trigger input rules to make sure you have not missed any required information. Click the red triangle to jump to the field that contains missing information. Status will be entered by your administrator.

*** **Photo Increase to 90:** At their last meetings, the MLS Committee and MLS Board of Directors voted to increase the maximum number of photos allowed per listing from 36 to 90.



Thank you, Sue

MLS Officers/Directors

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Pat Bellinghiere, MLS 1-Year Director
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Email: patb@gogambino.com

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

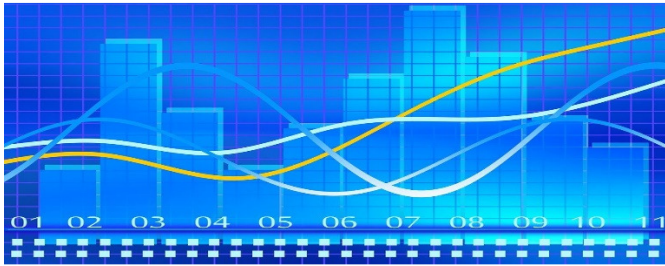
Email: rebeccajbittner@gmail.com

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Email: davisnd04@gmail.com

Anthony Dransfield 1-year Director
Phone: 608-158-9779

Email: dransfieldt@firstweber.com



Rock County Housing Statistics

Madison, Wis. —On a year-to-date basis, sales are still in positive territory, with existing home sales up 3.9% for the first seven months of 2021 relative to that same period in 2020. Median prices are up 12.4% to \$240,000 year to date.

The housing market continues to be hampered by low inventory levels, with just 3.3 months of available supply in the market. This is well below the benchmark of six months of supply that characterizes a balanced market. Total listings are 11.0% lower than 12 months earlier in July 2020, but this is a significant improvement compare to how the year began. Total January listings were 30.7% lower than a year earlier.

Housing affordability only dropped 6.5% over the past year, as lower mortgage rates helped offset the significant increase in existing home prices over the past 12 months.

Mary Duff, 2021 Chair of the WRA Board of Directors says, “It’s important to keep the sales figures in perspective. We set a record for month of July sales last year, as the economy began to recover from the lockdowns in the spring of 2020. With inventories shrinking over the last 12 months, we knew it was going to be difficult to match the record sales we saw in July of 2020.”

Michael Theo, WRA President and CEO tells us, “Housing demand conditions remain strong, fueled by very low mortgage rates and a growing economy. However, the ongoing supply problems have pushed prices up at well above the rate of inflation, and this has reduced our affordability. Fortunately, we continue to see only modest erosion in affordability because mortgage rates remain quite low. The 30-year fixed-rate mortgage has been below 3% for the third straight month. As a result, the Wisconsin Housing Affordability Index shows that a buyer with median family income can afford to purchase nearly twice the median-priced home in the state assuming 20% down and the remaining balance financed with a 30-year mortgage.”

Rock County Housing Statistics—The median price for July 2021 is \$196,475 and for the month of July in 2020 it was \$210,000 that was a decrease of -6.4% and the **Sales** for July 2021 is 262 and July of 2020 was

266 that was a decrease of -1.5%. In July of 2021 there was 3.1 months of **inventory** and in July of 2020 there was 3.2 that was a decrease of -3.1%. Average **days on the market** in July of 2021 was 62 and July of 2020 was 82 that was a decrease of -24.4%.

Statewide Housing Statistics—The median price through July 2021 is \$240,000 and through July of 2020 it was \$213,500 that was an increase of +12.4%. The sales through July of 2021 is 47,259 and through July of 2020 was 45,464 that was +3.9% 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.

Earn the C2EX Endorsement, and You Could Win!

Every two weeks, we’ll draw a winner* from the list of C2EX-Endorsed Wisconsin REALTORS® for a \$100 WRA education gift certificate. That’s right: your C2EX Endorsement could lead to professional development training from the WRA, totally free! When your Endorsement is complete through NAR, you’ll be automatically entered into the WRA drawing. It’s that simple: complete your endorsement, and you’re in the drawing.

Why C2EX? Succeeding in real estate — especially in today’s aggressive market — involves an elevated level of professionalism and commitment to excellence. And holding the Commitment to Excellence (C2EX) designation from the National Association of REALTORS® can get you there.

C2EX is not a class. It’s not a course. It’s actually not even a designation. C2EX is an Endorsement that allows you to better cultivate community connections, boost business and position yourself as a powerhouse REALTOR® in your market. Think of C2EX as an elevated version of the REALTOR® title and brand: a C2EX-Endorsed REALTOR® is a REALTOR® who is practicing real estate at the highest professional standard in the industry. Read that again and get goosebumps.

Visit [C2EX.realtor](https://www.c2ex.com) to start your excellence journey today.



Enjoy the fall season. Relax. Take a walk, enjoy your day.



Wishing all September birthdays the best.

September is here! Events in September are Labor Day 6th, Patriot Day 11th, Grandparents Day 12th, Full Moon 20th, Peace Day 21st, Autumn 22nd, and Installation Breakfast 24th.

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:

Flor Chavez, Century 21 Affiliated Janesville
Madeline Wilson, Century 21 Affiliated Janesville

Members Leaving:

Shelly Tracy, Coldwell Banker The Realty Group
Leonardo Amador, Shorewest Realtors
Amy Kehl-White, Shorewest Realtors

Members Transferring:

Jennifer Hughes, Shorewest Realtors to EXP Realty 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
Schedule for 2021
November 11, 2021**

“Thank you Wade Williams for being our orientation instructor in house and on Zoom, very much appreciated. Thank you to Beth Hanthorn for participating with Wade.”

RECIPE OF THE MONTH

Fantasy Fudge



6 c. sugar
1 ½ c. butter or margarine
1 1/3 c. evaporated milk
2 (12 oz.) pkg. semi-sweet chocolate chips
1 (13 oz.) jar Kraft marshmallow crème
2 c. chopped nuts
2 tsp. vanilla

Combine sugar, margarine and milk in a 5-quart pot. Bring to a full rolling boil, stirring constantly. Boil 5 minutes over medium heat, or until candy thermometer reaches 234°, stirring constantly to prevent scorching. Remove from heat. Stir in chocolate pieces until melted. Add marshmallow crème, nuts and vanilla; beat until well blended. Pour into 2 greased 9x13-inch pans. Cool and cut into little squares.

Yield: 6 pounds of fudge and adds 3 to your hip if you overindulge!

Caramel Nut Clusters

½ lb. Kraft soft caramels
2 T. heavy cream
1 c. pecan halves
4 oz. Baker's semi-sweet chocolate squares

Melt caramels in cream in double boiler; cook about 10 minutes. Place pecan halves on waxed paper in groups of 3. Spoon caramel mixture carefully over the nuts. Let stand until set, about 30 minutes. Spoon melted chocolate over clusters.

Yield: 2 dozen

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.

SEPTEMBER BIRTHDAYS



1	Tamara Lund
2	Gloria Singer
	Tim Anderson
5	Kari Reilly
6	Erika Penny
7	Paula Carrier
	Shelly Tomlinson
9	Eric Schmaling
10	Melissa Selvog
	Gina Hartmann
13	Sarah McLean
	Madeline Wilson
17	Mary Gilbank-Peterson
18	Ronda Richter-Weber
20	Paul Burkart
	Maysie Raine
21	Lettie Mazur
23	Amber Buster
	Sierra Eichelt
24	Candie Bonson
25	Diane Rosenstiel
27	Cindy Wright
28	JR Sheldon
	Rochelle Dix
29	Blair Winn
30	Robert Sarow

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

SEPTEMBER 2021

Sept. 6, Labor Day, Association Office Closed
Sept. 15, Assoc. B.O.D meeting, Assoc. Office 8:45 A.M.
Sept. 24, Installation Program, Rotary Gardens, 8:30 A.M.



UPCOMING EVENTS

Oct. 4-6, WRA Convention, Milwaukee, WI
Oct. 13, MLS Board Meeting, Assoc. Office 9 A.M.
Oct. 13, Membership Meeting, The Armory, 8:30 A.M.

OCTOBER BIRTHDAYS

2	Thomas McLean	20	Cindy Garza
3	Andy Phillips		Maryann Warden
9	Chad Garteski	21	Lynnea Strickland
10	David Lopez-Aceves	26	Anda O'Connell
11	Kellie Mullen	27	Jennifer Thomas
12	Kerri Walker	31	Julie Gaddini
14	Ellen Phillips		Trixie Hickok
	Jodeen Schmid		James A Phillips
	Krista Shortreed		Courtney Prentice
	Donald Dellamater		
15	Bryan Holder		
	Valerie Eagan		

Oct. 20, Assoc. B.O.D. meeting, Assoc. Office 8:45 A.M.
Oct. 28, Annual Community Family Fun Fair, 5 – 8 P.M.

Recent Zillow Announcement: On July 26, Zillow removed all Wisconsin For Sale by Owner listings from their site. As Zillow is now a broker, they must abide by Wisconsin real estate license law. Wisconsin State Statute 452.136(3), prohibits advertising of a property unless a firm is the listing firm for the property, or the firm or a licensee associated with the firm obtained consent to advertise the property from the listing firm.

Installation and Awards Ceremony

FRIDAY, SEPTEMBER 24, 2021

Rotary Gardens | 1455 Palmer Drive, Janesville

8:30 a.m. Registration/Breakfast Buffet

9:00 a.m. Call Meeting to Order/Invocation

Please support your Association Leadership by
attending the Installation of your--

2021/2022 PRESIDENT, CONNOR FOX

**And the 2021/2022 Slate of Officers and Directors
Rock-Green REALTORS Assoc. and Rock-Green MLS Inc.**

Installation will be by WRA's Cori Lamont,

Help Congratulate the Realtor® of the Year and the Affiliate of the Year and
numerous other awards will be presented! You could also be the winner of one
of the door prizes!!!

Breakfast will be Catered By: Knutes, Orfordville

- Cost: \$7.00 per person -

Food Sponsored by: Blackhawk Bank

DEADLINE FOR REGISTRATIONS – SEPTEMBER 15, 2021

REGISTRATION FORM – 2021 INSTALLATION/AWARDS BREAKFAST BUFFET

PLEASE PRINT

PLEASE PRINT

NAME _____

NAME _____

NAME _____

NAME _____

NAME _____

NAME _____

NAME _____

NAME _____

Send/Bring payment to: Rock-Green REALTORS® Association, INC.
4451 Woodgate Dr. Suite 100, Janesville, WI 53546
CASH | CHECK | VENMO (@RockGreen-Realtors) | CC add \$3 service charge

Payment form _____

Amount \$ _____

Name _____ CC# _____ EXP _____ V-Code _____

ROCK-GREEN REALTORS® ASSOCIATION, INC.

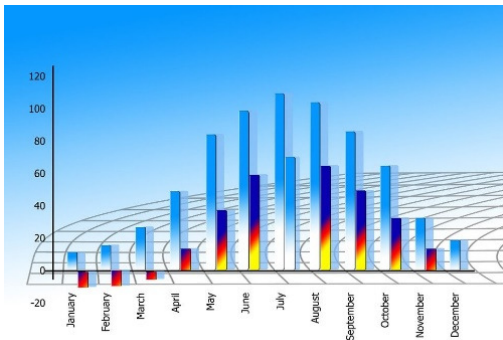
MEMBERSHIP MEETING

October 13, 2021



Join in the fun and help Celebrate the 100th Anniversary of the Rock-Green REALTORS® Association 1921 ~ 2021. A plaque from the National Association of REALTORS® will be given to the Membership and the Association by Mike Theo, President and CEO of The Wisconsin REALTORS® Association. Then sit back and hear how the next 100 years might look. Or, at least the near future.....and of course Cake!

ECONOMIC OUTLOOK



Joining us after Mike Theo will be Mark Eppli to give us his program on our economic outlook. Mark is Director of the James A. Graaskamp Center for Real Estate at the University of Wisconsin-Madison. He had previously served as Intrim at James H. Keyes Dean of Business Administration and as a professor of finance and Bell Chair in Real Estate at Marquette University.

**Location: The Armory
10 S. High Street, Janesville**

**Wednesday, October 13, 2021
8:30 A.M. Registration/Continental Breakfast
9:00 A.M. Meeting and Program**

Registration Deadline: October 1, 2021

Membership Meeting Registration Form—October 13, 2021

Please Print Names

NAME _____ NAME _____

NAME _____ NAME _____

NAME _____ NAME _____

NAME _____ NAME _____

NAME _____ NAME _____



Please check here if you require special services to attend. Attach a written description of needs.