



The Real Scene

ROCK-GREEN REALTORS® Association, Inc.

www.RockGreenRealtors.Homes

A word from your President

Jennifer Moran

Hello Rock-Green Members,

Spring is officially here, and with it comes renewed energy, new opportunities, and the perfect time to reflect on the strong start we've had to the year. I want to begin by extending a heartfelt *thank you* to everyone who attended and contributed to our March Mastermind event. Your engagement, insight and willingness to collaborate made it a standout session, and it's clear that when we come together to share ideas, our business and community thrive. Looking ahead, I'm excited to announce a couple of upcoming events you won't want to miss:

May: Speed Dating with Vendors

Back by popular demand, this dynamic networking event will connect our members with trusted industry partners in a fast-paced, fun and highly productive format. It's a great opportunity to strengthen your vendor network and discover new resources to support your clients.

July: Mastermind-Using AI in Your Business

As technology continues to evolve, staying ahead of the curve is critical. Our July mastermind will focus on practical ways you can incorporate AI tools into your real estate business to boost efficiency, improve marketing, and enhance client experiences. Whether you're tech-savvy or just curious, there will be something valuable for everyone.

In terms of market updates, inventory remains tight across both Rock and Green Counties. As we all know, low inventory continues to create challengers for buyers while supporting strong pricing for sellers. In Q1, we saw a total of 327 closed sales of single family homes in Rock County and 66 closed sales of single family homes in Green County. This shows that while the pace is competitive, opportunities still exist for well-prepared clients.

As always, I'm proud to serve as your president and to be a part of a community of professionals committed to excellence and service. Let's continue to support each other, stay informed, and keep raising the bar in our industry.

Wishing you a productive and positive spring season!



Warm Regards,

Jenn

President, Rock-Green REALTORS Association

APRIL 2025

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**First Community
Credit Union**

firstccu.com

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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:

There is no April fooling here! The weather is changing and soon we will all be looking for summer clothing. Our seasons are so ever changing. Just like real estate, I certainly hope you all will be seeing some much needed improvement.



Our bus for RGD is filling fast. There are a few seats left, so if you are on the fence for attending. Do not wait any longer. It is a very eventful day and all new timers say it is well worth your time to attend.

Our next event is for our Broker members. We will have a speaker from WRA come down and update us on important legal matters and what the future might hold. Come and meet Wendy Hoang. April 24th at The Associated Bank in Janesville. 9 a.m. till 10:30 a.m.

Our next membership meeting should be a fun one. We called it "Speed Dating with our Affiliates. It will be ran the same way only you will be meeting with our affiliate members and other real estate related people. All you new members will be able to come and meet some of the people you could be doing business with, and our more seasoned members please come and meet some of the new faces to our association. Put a face to that name. This will all happen at the Barn on Prairie on May 14, starting at 9 a.m. and ending at 10:30 a.m.

SUMMIT SERIES

The second meeting of our Summit Series is in Milwaukee on May 7, 2025 at the Milwaukee Marriott West. The agenda is Breakfast at 8:30 a.m. and the program starts at 9 a.m. till 12 p.m. and the member fee is \$0. Schedule is:
Market insights with Mark Eppli, UW Madison
Racial Wealth Disparity in Milwaukee & house prices in the US – Kundan Kishor, UW Milwaukee.
Local Housing Solution – Local Officials

Legal and Legislative Update (CE) – Jennifer Lindsley, WRA

More info or to Register go to WWW.WRA.ORG/SummitSeries



Fidelity National Title®

IMPORTANT NUMBERS

Association AE Office	(608) 755-4854
MLS/Membership Office	(608) 755-4841
Association FAX #	(608) 755-4843
e-mail Association Executive	Vicky@RockGreenRealtors.Homes
e-mail MLS/Member Services	Sue@RockGreenRealtors.Homes
Web Site	www.rockgreenrealtors.homes
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 | Office Closed

**[ROCK-GREEN REALTORS®
ASSOCIATION
2024-2025 ASSOCIATION
COMMITTEE LIST](#)**

[BUDGET/FINANCE](#)

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Neil Kerwin
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Neil Kerwin
Colleen Nelson
Blair Winn
Chris Burton, MLS President

**[MLS PROFESSIONAL
STANDARDS
\(UPDATING COMMITTEE\)](#)**

TBD

Wade Williams Chair '13 (T-18)
Paul Schieldt, Mediator '12 (T-18)
Verna Saladino, Ombudsman
Andrea Morse, Griev. Chr '12(T-18)
Adam Briggs '12 (T-09)
Kaye Fulton '12 (T-18)
Mary Gilbank '12 (T-18)

[ROY/AWARDS LUNCHEON](#)

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Heidi K Buchanan, Incoming Pres.
Andrea Morse
Colleen Nelson

[RECRUITMENT](#)

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Renae Henry
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Kassi Dixon
Wade Williams
Diana Stoehr
Vicky Kreyer

NOTE: The President and Incoming President of the Association and MLS are auto generated on all committees that pertain to them. The Board President and AE have a seat on all committees.

ANNOUNCEMENTS

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Rock-Green Future Events

SAVE THE DATES

April 10, M.L.S B.O.D Mtg. Assoc. Office, 9 A.M.

April 17, B.O.D. Mtg, Assoc. Office, 9 A.M.

April 17, REALTOR® & Government Day, More info to come. Bus Ride available, call the Association today!

April 24, Broker's Round Table, Associated Bank, 9 – 10:30 A.M.

May 14, Membership Meeting, "Speed Dating W/Affiliates" Barn on Prairie, 9 – 10:30 A.M.

(There are sponsor opportunities available, call me)

I will update this schedule monthly as we add/remove events and add details to an event. Watch your emails and newsletters for more information as it becomes available. (*New)

Thank you to our Affiliate member offices that have joined our Annual Sponsorship Program. And all other sponsors. We appreciate you. If at any time, you are interested in becoming an annual sponsor. Please give me a call. The next opt in will be in December of 2025.

Notice: to REALTOR® members, there was a motion from the Board of Directors to add a late fee to your annual dues if they are not paid in full by November 30. Therefore, if your Annual Dues are not paid in full by Nov. 30, on Dec. 1, a \$100 late fee will be assessed to the local portion of your dues.

REALTOR® & Government Day 2025

For just \$10. (**Free to new members that joined in 2023 till current**) You will get your round trip with lunch and beverages on the way and a safe trip home with beverages.

WRA always has a tasty reception after you return from the capitol. How do you sign up – you ask? Just give me a call at the office, 755-4854 and I will get you all signed up. Venmo, mail or bring your \$10 or the day of the event. The bus is filling so, call today.

There are also Sponsor opportunities available. Contact Mary Gilbank for more details. These sponsors will receive 2 seats on the bus for registered guests. Added to the newsletter and flyers and emails for this event and Networking on the bus. Not to mention the great information you will get at the meeting and also when we go to the Capitol to visit our Legislatures.

 **First Mid**

Advanced Chimney Systems



**Associated
Bank**

Thank you to our bus sponsors

MLS INFORMATION:

***Collab Center email links not opening

We are tracking an issue where some clients get a blank screen when clicking on a Collab Center link from an email. To fix this, the user needs to clear their internet browser history, then try the link again. **This can be viewed in Paragon on the Home page.**

iPhone:

- go into **Settings** and tap **Apps**
- tap **Safari**
- scroll down and tap **Clear History and Website Data**
- choose **All history**
- tap **Clear History**



Android:

- in **Chrome**, click the **3 dots menu at the top left**
- tap **Delete browsing data**
- change 'Last 15 minutes' to 'All time'
- tap **Delete data**



***Daylight Saving Time and Supra boxes

It's that time of year again! Daylight Saving Time began on Sunday, March 9, 2025.

Please remember that Supra BT LE lockboxes do not adjust for Daylight Saving Time. For agents that have programmed lockbox access hours, the effective access hours on those lockboxes will be one hour later during Daylight Saving Time than the pre-set access hours.

Our Keyboxes come from the factory preset to open between the hours of:

- 6:00am-9:00pm (Central Standard Time)
- 7:00am-10:00pm (Daylight Saving Time)

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Rock County Housing Statistics

Madison, WI—Existing home sales rebounded in February after modest growth in January. February home sales increased 7.0% compared to that same month in 2024, which is more than three times the rate of growth in January. Inventories tightened, which put strong pressure on prices. The median price increased to \$304,900, which is a 10.9% increase over the last 12 months.

After continuous improvement over the past two years, months of available supply weakened slightly, from 2.9 months in February 2024 to 2.8 months in February 2025. Moreover, months of inventory fell in five of the six regions of the state, with the only exception being the North region, which saw moderate improvement.

With total listings just over 16,000 homes in February, listings would need to increase 113% to reach the six-month benchmark that signals a balanced market. Although total listings were flat over the past 12 months, new listings of homes dropped 12.2% over that same period.

High mortgage rates and high housing prices have created a persistent affordability problem. The Wisconsin Housing Affordability Index measures the percent of the median-priced home that a typical buyer with median family income qualifies to purchase, assuming 20% down and the remaining balance financed with a 30-year fixed mortgage at current rates. The index stood at 125 in February. This is down from 139 in February 2024, which is a 10.1% reduction in affordability.

Chris DeVincentis, 2025 Chair of the WRA Board of Directors, **SOLID SALES VOLUME DURING OFF-PEAK SEASON**: "We saw solid improvement in sales for December through February, which is the off-peak season for home sales in Wisconsin. In fact, sales are up about 7% compared to last winter, which is remarkable given the affordability challenges in the market."

Tom Larson, WRA President and CEO tells us, **CONTINUED HEADWINDS FOR HOUSING**: "There continues to be significant unmet millennial demand for housing, and unfortunately these buyers face significant headwinds with rising prices and high mortgage rates taking a toll on affordability. Given the weakness in inventories, we can expect strong price pressure for the foreseeable future. Hopefully mortgage rates moderate this spring to improve affordability."

Dave Clark, Marquette University Economist and WRA Consultant, **TARIFFS CAN FUEL INFLATION**: "The Fed kept short-term interest rates high the last couple of

years to keep the economy from overheating and further fueling inflation, and it made enough progress to justify rate cuts in the second half of 2024. However, another source of inflationary pressure is tariffs, which are taxes on imports. While the threat of tariffs can lead to concessions with trading partners, if they generate a trade war, that will fuel inflation. Unfortunately, higher inflationary expectations keep mortgage rates elevated. Hopefully successful negotiations with our key trading partners will avoid our inflationary pressures."

Rock County Housing Statistics—The median price for February 2025 is \$283,950 and for the month of February in 2024 it was \$245,000 that was a +15.9% change and the **Sales** for February 2025 is 122 and February of 2024 was 115 that was an increase of +6.1%. In February of 2025 there was 2.7 months of **inventory** and in February of 2024 there was 3.1 that was a -12.9% change. Average **days on the market** in February of 2025 was 90 and February of 2024 was 74 that was a +21.6% change.

Statewide Housing Statistics—The median price through February 2025 is \$304,900 and through February of 2024 it was \$275,000 that was an increase of +10.9%. The sales through February of 2025 is 3,707 and through February of 2024 was 3,463 and that was a +7.0% 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.



R & G DAY 2025 | April 17, 2025
MONONA TERRACE, MADISON, WI

Join us for a trip to Madison, WI. We have a VanGelder bus ready to take us and safely return us. For \$10 we will have lunch and some fun on the way to Madison where we will have an awesome meeting and then head to the Capitol to hear from our Legislatures and the chance to ask questions and tell your story. Then, head back to the meeting space where WRA has an awesome display of heavy appetizers, carving stations and a display of desserts waiting for us after our trip to the Capitol. Then hop back on the bus for home. New Members from 2023 till now are FREE, just register with us and with WRA for the R & Gov't Day program.



Register today at: WWW.WRA.ORG/RGDay

Wishing all April 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.



April Events: 1st April Fools Day, 12th Full Moon, 13th Palm Sunday, 17th BOD, REALTOR® & Government Day, 18th Good Friday, 20th Easter, 22nd Earth Day, 23rd Administrative Professionals Day, 24th Broker Round Table.

Rock-Green REALTORS® Association is always looking for new members/new offices. New member/office applications can be found online at www.rockgreenrealtors.homes 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:

Brynn Gunderson, First Weber Inc.
Denise Moriva, EXP Realty Middleton
Jerry Bowgren, Re/Max Property Source

Members Leaving:

Melissa Pergolski, C21 Affiliated Janesville

Members Transferring:

Tammy Kolovitz, left First Community Credit Union, joined Bank of Brodhead
Stephanie Mawhinney left Land Title & Closing Services, joined Knight Barry Title

New Offices:

Bank of Brodhead



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.

New Member Orientation 2025

May 8, 2025

August 7, 2025

November 6, 2025

"Thank you Beth Hanthorn for being our orientation instructor, very much appreciated."

"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!

RECIPES**Banana Bread**

1 c. sugar
1/2 c. shortening
2 eggs, beaten slightly with fork
2 bananas, mashed with fork
1/2 c. sour milk (1/2c. milk with a few drops of vinegar to sour it.
1 tsp. baking soda dissolved in the sour milk before adding to rest of ingredients)
2 1/4 c. flour
1/4 tsp. salt

Cream sugar and shortening. Blend in beaten eggs and mashed bananas. Dissolve baking soda in sour milk, wait a few minutes while it 'works' and then add to rest of ingredients. Gradually add the flour and salt and mix well. Bake in well-greased and floured loaf pans. Makes either 1 large or 2 small loaves. Bake at 350° for 45 minutes, or until toothpick inserted comes out clean!

If you have a recipe you would like to share email: sue@rockgreenrealtors.homes
Make sure you have copyright permission.
Barb Tapovatz Tried' n True



Join us at REALTOR® & Gov't Day, April 17, to advocate for your business. Connect with REALTORS® from across WI to engage with state lawmakers and champion key priorities for the real estate industry and property rights in Wisconsin.

Event Highlights:

Advocacy update from the WRA; Lawmaker Meetings at the Capitol; CE credit; Guest speaker Gov. Evers; REALTOR® group photo and a complimentary post-event cocktail reception.

- 12:30 p.m. Registration desk open
- 1:00 p.m. Welcome
- 1:15 p.m. Guest speaker (Gov. Evers invited to attend)
- 1:40 p.m. WRA advocacy issues briefing
- 3:00 p.m. Move to Capitol
- 3:15 p.m. Capitol office visits
- 4:30 p.m. Reception

APRIL BIRTHDAYS

1	Lori Emerson
3	Chad Sullivan
8	Scott Bever
10	Agim Mahmudi
	Teresa Skridla
11	Robert Giese
	Heather Maslonka
14	Mandy Lux
15	Margo Berke
	Suzette Hughes
16	Mindy Morgan
17	Colleen Meyer
18	Bill Newcomb
25	Benjamin DeWitt
	Malachi Brick
26	Sam Tesar
	Ben Rein
	Chanel Dietzman
27	Jerry Morse

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

Please make sure when you have
any changes to your information
(email, address or change of
office)
PLEASE contact:
sue@rockgreenrealtors.com
es

ATTENTION REALTORS®
This is a reminder that your CE is due
every two years ending in the even
year #rs.

**REMEMBER
APRIL IS
FAIR HOUSING MONTH**

**Go to NAR.REALTOR And
you can take the
Fairhaven course.**



DATES TO REMEMBER

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April 2025

- ~~Apr. 10, MLS B.O.D. meeting, 9 A.M. Assoc. Office Cancelled~~
Apr. 17, Assoc. B.O.D. Meeting, Assoc. Office 9 A.M.
Apr. 17, REALTOR® & Government Day, Madison, Monona Terrace
Apr. 24, Broker's Round Table, Associated Bank, 9 A.M. – 10:30 A.M.

UPCOMING EVENTS 2025

- May 8, New Member Orientation, Assoc. Office 9 a.m.**
May 15, Assoc. B.O.D. Meeting, Assoc. Office 9 A.M.
May 14, Membership Meeting, Barn on Prairie, 9 – 10:30 A.M.
May 26, Office Closed, Memorial Day

MAY BIRTHDAYS

2	Christine Fisher	13	Ashley Nelson
4	Kathryn McCulloch		Jennifer O'Connell
5	Thomas Parsons	14	Penny Cook
	Penny Hansen		Joseph Contarino
	Cayden Duffy	17	Karen Williams
6	Leila Roehl	18	Neil Kerwin
8	Donya Bundy		Amy Betker-Steffensen
	Lianne Haase	20	Amanda Kortte
	Desiree Metzger		Diane McClure
9	Adam Baumel	22	Cortney Shore
	Paul D Anderson	23	Ben Shult
	Anne Chapman	24	Douglas Davis
11	Kenneth Smith	26	Lynnette Wirth
	Scott Mansur	27	Shelly Cronin
12	Marisol Soto	30	Michelle Ruosch

APPRASIER CORNER

Appraiser license renewal (CE)

The Wisconsin DSPS requires all appraiser licensees to complete 28 hours of CE during each two-year licensing period, seven of which must be USPAP, in order to renew their license. The WRA offers appraisal DSPS-approved CE courses throughout the year to help satisfy this requirement.

Contact Info:

Wisconsin DSPS
Hill Farms State Office Building 4822 Madison Yards Way
Madison, WI 53705
Website: www.dsps.wi.gov
Email: dsps@wisconsin.gov
Phone: 608-266-2112 / toll-free 877-617-1565



REALTOR® TID BITS

Improper Drone Use by Real Estate Agents: Learn the rules or risk a fine.

The WRA was contacted by an enforcement official from the Federal Aviation Administration (FAA) to let us know they are receiving increased complaints of improper drone use by real estate agents. When a person is operating a drone for commercial use, such as taking images and videos for a listing, they need to have a pilot license with the necessary training course or have a remote pilot certificate issued by the FAA. Obtaining the certificate does not require any actual flying experience.

The FAA offers several upcoming virtual webinars to help educate everyone, including real estate licensees, on the correct use of a drone for commercial purposes. The next webinar is on April 23, 2025.

Sign up for a webinar [HERE](#)

REALTOR & Government Day 2025

If you are registered to attend this year's RGD and are signed up to ride the bus to Madison. Here is the information for the day.

On the morning of April 17th, go to the Shorewest office in Janesville located at 4323 Milton Avenue. The bus will load and depart at 10:45 A.M. we will then have a light lunch on the bus. We will depart when we get to the Monona Terrace.

Event Agenda is as follows:

12:30 p.m. The Registration desk is open

1:00 p.m. Welcome message from WRA



Advanced Chimney Systems

1:15 p.m. Guest speaker (Gov. Evers invited to attend)

Thank you Bus Sponsors

1:40 p.m. WRA advocacy issues briefing

3:00 p.m. We will Move to the Capitol

3:15 p.m. Capitol office visits. (We will be notified where we meet)

4:30 p.m. Return to Monona Terrace for the Reception

5:45 p.m. We will get on bus for the return trip to Janesville



RPAC Event:
October 8, 2025 at the Beloit Club

GOLF OUTING 2025
SEPTEMBER 18TH
AT GLEN ERIN WITH DINNER
AT THE CELTIC HOUSE



Rock-Green REALTORS® Association, Inc.

Membership Meeting

Wednesday, May 14, 9:00 – 10:30 A.M. @The Barn on Prairie
Mingle/refreshment time 8:30 to 9 a.m.

******SAVE THE DATE******

TOPIC: SPEED DATING WITH AFFILIATES AND AREA INDUSTRY EXPERTS



This dynamic networking event will connect members with our Affiliate members and trusted industry partners in a fast-paced, fun and highly productive format. It's a great opportunity to strengthen your networking abilities and discover new resources to support you and your clients. This is a great chance to meet some of our new members and maybe entice some new affiliate members. This will be a great event for new and seasoned agents.



Membership Meeting Registration—May 14, 2025

NAME (PRINT PLEASE) Please respond by May 8th

Please let us know if you need special requirements to be able to attend. (755-4841)