



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

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A word from your President By Connor Fox

Hi everyone! July already! (This is becoming my monthly signature!) Summer is officially here, even though it's been pretty warm the last several weeks. Independence Day is upon us. I urge everyone to take a much needed day off and enjoy the time with friends and family.

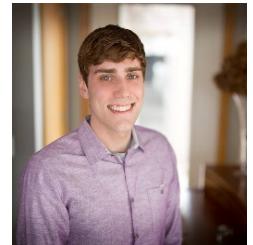
The market is still going strong, The simple laws of supply and demand are in full swing still with new listings still getting bid up and selling over asking with multiple offers. Interest rates are still great and it is still an amazing time to buy a home (if you can find one.) Buyers are feeling defeated so it is crucial to come up with crafty ways to make offers more appealing to sellers. At the time of my writing this newsletter, there were only 50 active single family homes in the City of Janesville, For a city of roughly 65,000 people, that is not a lot of active properties!

On the Association side of updates, don't forget to mark your calendars for the Rock-Green Golf Outing on August 24th at Glenn Erin Golf Course. Also coming up this fall is the annual RPAC after 5 on October 25th at The Barn on Prairie.

As always, please don't hesitate to reach out if you have any questions on anything going on at the Association!

All the best,

Connor



Watch for the All Important Calls to Action! Coming to your inbox! Easy, Click-Fill-Send Thank You!

INSIDE THIS ISSUE

JULY 2023

	Page #		Page #
Leadership Directory	2	Membership Updates	6
A note from your Association Exec.	2	Thank you Wade and Beth	6
Help wanted/Sponsor opportunity	2	Recipes	6
Important numbers	2	July Birthdays	7
Committee List	3	Have we missed your birthdays	7
Rock-Green Future Events	3	Appraiser Corner	7
REALTOR® Party Mobile Alerts	3	Dates to Remember	7
2023 Golf Outing QR Code	3	Upcoming Events	7
MLS Information	4	August Birthdays	7
MLS Officers/Directors Information	4	Annual Dues Pre-Payment Plan	7
Rock County Housing Statistics	5	RPAC After "5" Information	7
RPAC Corner	5		
Note from your MLS Administrator	6		

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The Real Scene is published by the
Rock-Green REALTORS® Association.
PH # 755-4854 | FAX # 755-4843
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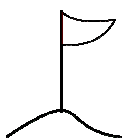
ASSOCIATION NEWS

2

A Note from your Association Executive:



Hello all! Memorial Day is behind us and now the 4th of July is upon us. Be safe and hopefully enjoy some extended time off. Spend quality time with family and friends.



Now, July is upon us and the Golf Outing is creeping up quickly. Golf will again be at the Glen Erin Golf Course and Dinner will follow at the Celtic House. This will be on August 24th with an 11 A.M. start. Please check the Golf Info on page 3 and scan the QR Code to Register, there is not a registration form this year, you will need to do it all online. If you really need to you can call me and we will get you registered. Let's make Golf Outing 2023 the best one ever!



In anticipation of the Workforce Housing Bill package that is making its way onto the floor of both houses of legislature, **All Member Call for Action (CFA) is being sent to membership.** Please watch for these all important emails asking you to contact your legislators to support the bill package and its funding in the state budget. All you will have to do is click a button to a pre-filled message that will automatically be delivered when you fill in your information, if needed, and hit send.

STILL Looking for help with our events for 2023.

You can always help with the planning stages for any Rock-Green events. Or, you can help behind the scenes or at the event, there is always a lot to do, remember many hands make light work. Maybe your specialty is fundraising or collecting/creating auction baskets we always need help there. Or, maybe you are very creative and can help with advertising/making flyers for our events. No need to join a committee just be there when we need you. Call me, Vicky @ 608-755-4854

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 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
2022-2023 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

EQUAL OPPORTUNITY

Colleen Nelson, Chr.

GOLF OUTING

Gary Getchel, Co-Chair
Al Herbst, Co-Chair
Paula Carlson
Deb DeWitt
Kaye Fulton
Jeff Myers
Danielle Schmitz
Vicky Kreyer

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AFFAIRS/ RPAC**

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Jackie Borgwardt
Chris Burton
Connor Fox
Heidi Krenz-Buchanan
Stephanie Mawhinney
Sarah McLean
Jennifer Moran
Paul Schieldt
Macy Walter
Jeff Zuelke

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Kassi Dixon
Kelly Falk
Heidi Krenz-Buchanan
Patricia Leak
Stephanie Mawhinney
Andrea Mroz
Lynnette Wirth
Vicky Kreyer

**MEMBERSHIP/ Education/
Program/Communication**

Wade Williams, Membership-Chr
Diana Stoehr, Program Chair
Kelly Falk
Neil Kerwin
Andrea Morse

NOMINATION

Connor Fox, Association Chair
Jennifer O'Connell
Tammy Cherry
Jeff Zuelke
Wade Williams, MLS Chair
Kathleen Stumpf
Chris Burton

See a committee you would
like to join? Call Me!
608-755-4854

PERSONNEL

Connor Fox, Association Chair
Jerry Morse
Heidi Krenz-Buchanan
Neil Kerwin
Colleen Nelson
Blair Winn
Wade Williams, MLS Chair

**MLS PROFESSIONAL
STANDARDS
(UPDATING COMMITTEE)**
TBD

Wade Williams Chair '13 (T-18)
Mediator (T-)
Paul Schieldt, Mediator '12 (T-18)
Andrea Morse, Griev. Chr '12(T-18)
Adam Briggs '12 (T-09)
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
Jeff Zuelke, Incoming President
Wendy Bumgarner
Andrea Morse
Colleen Nelson

RECRUITMENT

Colleen Nelson, Chair
Neil Kerwin
Andy Dongarra
Jerry Morse

SOCIAL COMMITTEE

Diana Stoehr, Chair
Connor Fox, Co-Chair
Rebecca Bittner
Renae Henry
Heidi Krenz-Buchanan
Stephanie Mawhinney
Colleen Nelson
Paul Schieldt
Wade Williams
Vicky Kreyer

SUNSHINE

Maryann Warden, Chair
Mollie Podwell

STRAT PLAN COMMITTEE

Jerry Morse, Chair
Blair Winn, Co-Chair
Connor Fox
Neil Kerwin
Colleen Nelson
Paul Schieldt
Ben Shult
Jeff Zuelke

CORE STANDARDS COMMITTEE

Jerry Morse – Chair
Connor Fox
Colleen Nelson
Mary Gilbank-Peterson
Kim Nickols
Wade Williams
Diana Stoehr
Vicky Kreyer

UPDATING

(See a change that needs to
be made, let me know)

ANNOUNCEMENTS

3

Rock-Green Future Events

SAVE THE DATES

August 10, New Member Orientation class @ the Association Office, 9:00 A.M. Sharp

August 24, Annual Rock-Green Golf Outing. Scan QR code below.

September TBD, Association Installation

October 1 – 3, WRA Annual Convention to be held at The Kalahari. More information to come.

October 25, RPAC Event, Info coming soon.

November 9, New Member Orientation class @ the Association Office. 9:00 A.M. Sharp

December 8, Dinner Dance, "Light the Night" (Planning Stage)

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 events will be in bold print.

REALTOR® Party Mobile Alerts (RPMA)

REALTOR® Party Mobile Alerts, NAR's advocacy texting platform, offers REALTOR® Associations and REALTORS® a way to stay connected directly from their cell phone or tablet. When a national or state legislative call for action is launched, subscribers get a short text message, containing information to take action. REALTORS® can sign up for REALTOR® Party Mobile Alerts using the form below or by texting the word **REALTORS TO 30644**.



**2023
GOLF OUTING
QR CODE**

to register
**2023 Rock-
REALTORS®
Golf Outing.**
Erin Golf
Dinner at the



**Hello all
It is now time
for our Annual
Green
Association
Golf at Glen
Course and
Celtic House.**

Scan this QR Code for information, Registration and sponsor opportunities. This year's outing is on August 24th, please take a moment and check on this year's event. We are only 8 weeks out, so gather your players and register today! GOLF Team, includes dinner = \$300 Per Person = \$75 Golf Only + \$55 If you need to add a dinner or coming for Dinner only = \$20.

REGISTER TODAY, SCAN THE QR CODE

Thank you to all committee members, without you we would not be able to do the things we do for our membership!

MLS INFORMATION:

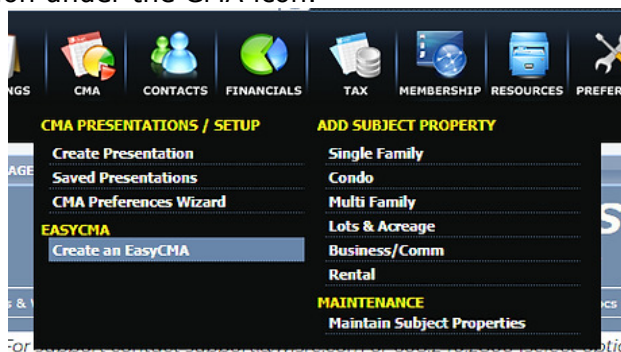
*** Maximizing Exposure for Your Listing

Here are a few tips to ensure your listing is being matched with the maximum number of buyer searches in Paragon:

- **Select all features that apply** - If your listing has a 2 car attached garage with an electric car charger, you would select the features "2 car", "attached", and "electric car charger" in the Garage feature category. Many buyer searches are set up based on specific features, so if your listing has a particular feature, but that feature is not selected, your listing will not come up as a match.
- **Check the mapping** - This can be verified & adjusted under Listing Maintain - Select an Action - Change GeoCode. This should be done for all new listings, but is particularly important for properties that do not have an established mailing address (ex: new construction or vacant land).
- **Utilize the price analysis tool** - Within Paragon, there is an easy way to see the number of potential buyers (Paragon contacts with saved searches) at the current list price, and if the price were changed. This functionality is available for partial listings, as well as live listings.
- **Note special property features in the remarks** - The remarks section of a listing is searchable, so if your listing has unique features that are not covered elsewhere in the listing data (ex: large garden space, apple orchard), be sure to mention these features in the remarks.

***New Paragon Feature – Easy CMA

Create a quick CMA report with just a few clicks with the new Easy CMA feature in Paragon. You'll find this option under the CMA icon.



Just add your subject property, and Easy CMA will find 10 comparables for you. You can also add others manually. Then click Generate CMA for a report you can print out or create a link to send.

Reminder Regarding Drone Photos and Video

Photos and video taken via a drone, and loaded into the MLS, must be taken by a drone pilot who is certified to operate a drone for commercial purposes. When hiring a drone operator, please ask for their Remote Pilot Certificate number as issued by the FAA. If you are taking your own drone photos or videos for use within the MLS, which would be considered for commercial use, you must have your Remote Pilot's Certificate from the FAA. By loading a photo or video tour into the MLS system, members represent that they have the legal right to use and publish said photo or video for commercial use



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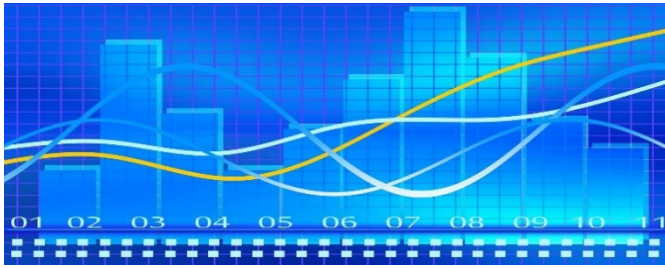
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Rock County Housing Statistics

Madison, WI—Unmet demand and tight supplies continued to hamper home sales and drive up prices just ahead of the prime home buying season. May 2023 home sales fell by 21.5% compared to May 2022, and the median price rose 6.9% to \$294,000 over the last 12 months.

The inventory problem has not improved over the last year. A balanced market is characterized as six months of available supply, and there were 2.8 months of supply in May, unchanged from May 2022. This remains a strong seller's market. For the Wisconsin housing market to return to a balanced six-month supply, the available supply would need to increase by 111%, or 18,634 additional homes.

Joe Horning, 2023 Chair of the WRA Board of Directors, **POTENTIAL BUYERS MOTIVATED BUT WEAK SUPPLY REMAINS A PROBLEM:** "An aging baby-boom generation, now ready to downsize, is being replaced as the largest generation by millennials at their prime home-buying stage of life. While this demographic shift should translate into much stronger sales, higher mortgage rates have sidelined millennial buyers and have also kept some boomers from listing their homes. With new construction remaining low, our inventory problems persist."

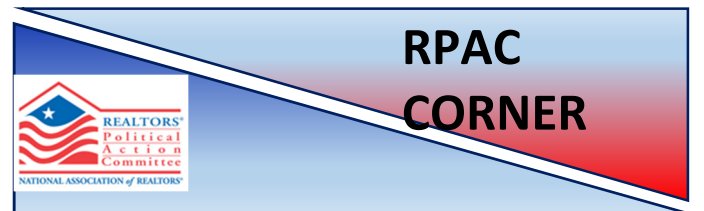
Michael Theo, WRA President and CEO tells us, **AFFORDABILITY A CHALLENGE FOR MILLENNIALS:** "The decline in affordability creates significant challenges for millennials, who are typically first-time buyers. They have smaller down payments than repeat buyers, and so higher mortgage rates have a bigger impact on their ability to compete for homes on the market. Hopefully both mortgage rates and price appreciation will continue to moderate so more buyers in this important generation can start accumulating wealth through homeownership."

Dave Clark, Marquette University Economist and WRA Consultant, **SLOWER HOME PRICE APPRECIATION HELPS REDUCE INFLATION:** "The Fed's strategy of raising short-term interest rates to slow inflation continues to show progress. Headline inflation fell to 4% in May, which puts inflation at its lowest level since March 2021. This is due in no small part to the influence of housing costs in the Consumer Price Index (CPI). Owner-occupied housing alone has a weight of about 25% in the CPI. The fact that housing price appreciation has moderated has really helped our inflation numbers."

Rock County Housing Statistics—The median price for May 2023 is \$259,300 and for the month of May in 2022 it was \$240,000 that was an increase of +8.0% and the **Sales** for May 2023 is 163 and May of 2022 was 212 that was a decrease of -23.1%. In May of 2023 there was 3.0 months of **inventory** and in May of 2022 there was 2.8 that was a +7.1% change. Average **days on the market** in May of 2023 was 58 and May of 2022 was 59 that was a -1.7% change.

Statewide Housing Statistics—The median price through May 2023 is \$275,000 and through May of 2022 it was \$254,963 that was an increase of +7.9%. The sales through May of 2023 is 21,141 and through May of 2022 was 28,720 that was a -26.4% 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.



WRA has successfully presented new legislation to improve housing accessibility throughout the state.

Last week, Gov. Evers signed into law 5 historic bipartisan bills that will increase workforce and senior housing inventory in WI. Additionally, the legislature's Joint Finance Committee approved \$525 Million to fund these loan programs.

- Residential infrastructure development
- Rehabilitation and repair of older housing stock
- Updating of dilapidated units above main street commercial spaces.
- Conversion of vacant commercial properties for workforce housing.

In addition to the loan programs, the governor signed a bill that creates certainty and predictability in the development approval process, by requiring local governments to approve housing developments if they comply with local regulations. Furthermore, the bill streamlines the rezoning process and limits the ability of existing residents, or Not in My Backyard (NIMBYs) to oppose the development of new housing after a project has been approved.

These 55 bills are a once-in-a-generation opportunity to help spur housing inventory increases throughout Wisconsin.

Make sure to follow [@WIRealtorsLobby](#) on [Twitter](#) and [Facebook](#) to follow our legislative priorities in real time.

Wishing all July 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.



Events for July: 3rd Full Moon, 4th Independence Day

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:

Lindsay Markham, First Weber Inc.
Hannah Kalk, Berkshire Hathaway Starck Real Estate
Nicole Davis, Nicole Davis, Broker
Jalen Elliott, Sowell Realty Group
Brynn Swanson, Century 21 Affiliated, Beloit

Member Transfers:

Jorden Ludeking-McLean, Rock Realty to Zuelke Real Estate Team

New Office:

Nicole Davis, Broker



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 2023

August 10, 2023

November 9, 2023

"Thank you Wade Williams for being our orientation instructor, very much appreciated. Thank you to Beth Hanthorn for participating and instructing the new agents."



RECIPES

Hot Summer Days!

FROZEN MARGARITAS

(ADULTS)

- 2 (12 oz.) cans limeade
- 3 c. tequila
- 7 c. water
- 2 c. sugar



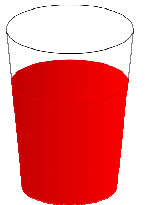
Sour or Squirt

Mix all ingredients together and freeze. To mix a drink, use half of frozen mix and half of sour or Squirt

PUNCH

(KIDS)

- 1 qt. cranberry juice
- 1 (6ox.) can frozen lemonade concentrate
- 4 (10 oz.) btl. Lemon-lime soda
- 2 pt. lemon or pineapple sherbet.

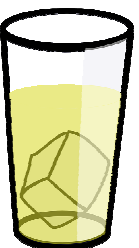


Blend first 3 ingredients in punch bowl. Refrigerate until needed. At serving time, place small scoop of sherbet in cup or glass and fill with cold punch.

SOUTHERN COMFORT PUNCH

(ADULTS)

- 1 qt. orange juice (chilled)
- 1 c. lemon juice
- 3 c. unsweetened pineapple juice
- 4/5 qt. Southern Comfort
- 96 oz. 7-Up



Barb Tapovatz Tried' n True

If you have a recipe you would like to share email: sue@rockgreenrealtors.homes
Make sure you have copyright permission.

JULY BIRTHDAYS

3	Heather Spies
	Kenneth Redeker
	Sara Reque
4	Wayne E Jacobson
5	Brynn Swanson
6	Verna Saladino
	Chris Tuescher
8	Becky Bittner
9	Barb Smith
	Melanie Simmons
12	Mollie Podwell
13	Gretchen Anderson
16	Becky Zuelke
	Jeffrey Joseph
	Brittney Mansur
17	Al Herbst
19	David Love
20	Lori Hagemann
21	Steven Greene
	Kathy Schultz
22	Stephen Biedermann
	Rion Tovar-South
25	Andy Dongarra
	Chris Mayhew
26	Kimberly Nickols
28	Carole Cullen
29	Jasinto Catalan
30	Kirsten Williams
	Jodi Stromberg



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

APPRAISER CORNER

Remember, CE for appraisers is every two years ending in the odd #rs. So this year 2023 is your year for CE.

DATES TO REMEMBER

7

JULY 2023

July, No Meetings in July

UPCOMING EVENTS 2023

August 10, New Member Orientation, 9 A.M. Assoc. Office

August 16, Assoc. B.O.D. meeting, Assoc. Office 8:45 A.M.

August 24, MLS B.O.D. meeting, Assoc. Office 9 A.M.

August 24, Annual Golf Outing, Glen Erin & The Celtic House

AUGUST BIRTHDAYS

1	Carol Roehl	21	Thomas G Ewing
3	Michael Lund	22	Taylor Golz
	Theresa Streuly	23	Greg Heinen
5	Sara Luchsinger	24	K Andreah Briarmoon
8	Jenny Hallett	25	Jeffrey Frost
12	Sandra Nehls	26	Harry Devitt
	Dixie Kalk		Donna Pass
13	Brett Gill	27	Vicky Kreyer
14	Donna Panico	28	Bianca Singer
	Allan Brillman		Kay Butterfield
16	Kimberly VanMatre	30	Timothy Piper
17	Gary Loos	31	Bob Mack
19	Kurt Kirchenwitz		Mary Ellen Mackey
	Krystle Kooiman		

WERE YOUR ANNUAL DUES PAYMENTS STRESSFUL? WE HAVE A SOLUTION!

The Pre-Payment Plan for your 2024 Annual Membership Dues is now open. With just a \$5 service fee you can start to deposit any amount until August 2023. That is when the dues statements come out early in September. You can pay weekly, monthly, quarterly, 50/50 with the fee or you can pay it all early with no fee. No end of the year stress with the holidays around the corner. Need more information, give Sue a call at the office and she can give you options. (608) 755-4841

RPAC after "5"

This year's annual RPAC event will be held on October 25 at the Barn on Prairie from 5 – 8 P.M. Watch for more information to come very soon. There are Sponsor, Volunteer, and Basket Donation opportunities. There will be once again a \$500 Bowling/Party at Cougar Lanes. Winner will be chosen by the Donated Basket that brings in the highest Bid! So, get your thinking hats on and come up with the best – most sought after – basket! Can be Office, Group or a single donor. We will also be having the Beer or Wine Pull. Food, Music, Fun and much more!