



The Real Scene

ROCK-GREEN REALTORS® Association, Inc.

www.RockGreenRealtors.Homes

A word from your President Jennifer Moran

Dear Rock-Green REALTORS®

Welcome to June—let the summer season begin!

As we step into this vibrant season, it's encouraging to note that our local market remains strong. In Rock County, the average sale-to-list price ratio is sitting at an impressive 99.9%, a testament to the professionalism and pricing expertise across our board.

As things heat up, let's remember what truly set us apart: how we treat each other. Stay classy out there. Be kind, be respectful, and keep focusing on win-win deals that elevate the experience for everyone involved.

I'm excited to see many of you at our next Mastermind in July—it's always a great opportunity to learn from each other and grow together. And if you're looking for ways to give back, consider plugging into our Community Outreach Committee. It's a fantastic way to serve and make a meaningful impact right here in our community.

Here's to a successful, connected, and collaborative summer season!

Warmly,
Jennifer Moran
President, Rock-Green REALTORS Association



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EXECUTIVE COMMITTEE

PRESIDENT

Jennifer Moran
608-322-8155

Jennifer.moran@gmail.com

PRESIDENT-ELECT

Heidi Krenz-Buchanan | 365-1481
heidikbuchanan@gmail.com

TREASURER

Kevin O'Leary | 741-1000
Kevinoleary6@gmail.com

SECRETARY

Kassi Dixon
755-5400

kassidixonrealty@gmail.com

PAST PRESIDENT

Jeff Zuelke
757-2862 | jeff@zteam1.com

LOCAL DIRECTORS

Neil Kerwin
365-7791 | neilkerwin13@gmail.com

Verna Saladino
755-5400
verna@thebriggsrealtygroup.com

Kristin Hoff-Filak
756-4196 | khoff@c21affiliated.com

Dustin Wohlfert
743-4072
dwohlfert@johnsonfinancialgroup.com

ROCK-GREEN STAFF

Vicky Kreyer | Association Executive
608-755-4854

Vicky@RockGreenRealtors.Homes

Sue Cook | MLS/Membership
Administrator
608-755-4841
Sue@RockGreenRealtors.Homes

The Real Scene is published by the
Rock-Green REALTORS® Association.
PH # 755-4854 | FAX # 755-4843
Website www.rockgreenrealtors.homes

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:

June is here and Summer is just around the corner. I hope your business is booming. Inventory is still low and I hope that turns around soon for you all.



The next Mastermind meeting is coming up quickly. Join President Jennifer Moran and top AI leaders for an exclusive Mastermind Session designed to help you unlock powerful tools, sharpen your competitive edge, and grow your real estate business like never before. This is the one event you can't afford to miss! This will be at The Barn on Prairie on July 10th starting at 9 a.m. till 10:30 a.m. Watch your emails for an evite to this FREE event and check this issue for a Registration form for your convenience, just do it and expand your knowledge on this awesome subject.

Alright everyone, Let's Get Creative

We are looking to Freshen up our Association LOGO

We are looking for ideas that are Print Friendly for apparel and all of our needs.

Send in your ideas to
the association



**First Community
Credit Union**
firstccu.com

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
Jerry Morse, Co-Chair Blair Winn, Co-Chair Neil Kerwin Colleen Nelson Jennifer Moran
BYLAWS
Blair Winn, Co-Chair Jeff Zuelke, Co-Chair
Community Involvement
Kassi Dixon, Chair Stephanie Mawhinney, Co-chair Heidi Krenz-Buchanan Patricia Leak Andrea Mroz Ann Welsh Lynnette Wirth
GOLF OUTING
Gary Getchel, Co-Chair Al Herbst, Co-Chair Karla Clark Dori Davies Ben DeWitt Dawn Radke Deb DeWitt Tim Shortreed
GOVERNMENT AFFAIRS/RPAC
Mary Gilbank-Peterson, Chair Jackie Borgwardt Heidi Krenz-Buchanan Brenda Knighton Slatter Stephanie Mawhinney Jennifer Moran Paul Schieldt Toni VanderHayden Macy Walter Jacqueline Watson-Giese
MEMBERSHIP/Education/Program/Communication
Wade Williams, Membership-Chr Diana Stoehr, Program Chair Amy Betker-Steffensen Kassi Dixon Connor Fox Jeff Zuelke Neil Kerwin Jennifer O'Connell Sara Reque
NOMINATION
Jennifer Moran, Chair Heidi K Buchanan Kassi Dixon Kevin O'Leary Chris Burton, Chair Rebecca Bittner Ben Rein Teresa Skridla

PERSONNEL

Jennifer Moran, Assoc. President
Jerry Morse
Heidi Krenz-Buchanan
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

Wendy Bumgarner, Chair
Heidi K Buchanan, Incoming Pres.
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
Sarah Strang
Stephanie Mawhinney
Colleen Nelson
Paul Schieldt
Wade Williams

SUNSHINE

Maryann Warden, Chair
Mollie Podwell

STRAT PLAN COMMITTEE

Jerry Morse, Chair
Blair Winn, Co-Chair
Jennifer Moran
Neil Kerwin
Colleen Nelson
Paul Schieldt
Ben Shultz

CORE STANDARDS COMMITTEE

Jennifer Moran – Chair
Colleen Nelson
Mary Gilbank-Peterson
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

June 12, MLS B.O.D mtg, Assoc. Office, 9 a.m.

June 19, B.O.D. mtg, Assoc. Office, 9 a.m.

***July 3**, Association office closed for the 4th of July

***July 10**, Mastermind Mtg, AI leaders to help you grow your real estate business. The Barn on Prairie, 9 A.M. till 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.



We will be having our safety meeting on August 6th. I am looking for a few volunteers that will help with Sensei Sherry on demonstrations, tips and tricks and other fun moves. Please call me if you would like to volunteer. 608) 755-4854 **UPDATE: I do have a few volunteers, need a few more, please let me know if you are interested. Thank you for your consideration.**

Thank you to all committee members, without you we would not be able to do the things we do for our membership! See a committee you would like to join? Call the Association, 608-755-4854

MLS INFORMATION:

***Making changes to existing auto searches

If you have a search running for a buyer and they want to change some criteria, you need to edit the search that is attached to their contact in Paragon. Let's say they aren't getting very many matches so they want to increase the maximum price they are searching for.

Click the Contacts icon, find their contact and click the name. On the next screen click the name of the search you want to edit.

Make the changes to your criteria, then hover over the Save button and choose Save Search, then click the Save button at the top right.

If there are now more matches for their criteria it will not send an auto email. You will need to resend the welcome message to let them know there are more matches to see. To do that, click Buyer Activity on the left panel, then click the search name that appears under it. Then click the Resend Invitation button.

Customize the subject line and/or message body and click Send.

MLS Officers/Directors

Teresa Skridla

Phone: 608-365-1481

teresaskridla@c21affiliated.com

Rebecca Bittner, Treasurer

Phone: 608-741-1000

rebeccajbittner@gmail.com

Ben Rein, Secretary

Phone: 608-295-7917

benreinrealty@gmail.com

Roz Voegeli

Phone: 608-931-7244

voegelir@yahoo.com

Shelly Cronin

Phone: 608-207-9120

scronin@c21affiliated.com

Julie Budrow

Phone: 608-921-8378

budrowj@firstweber.com

Paula Carrier

Phone: 608-884-7051

paula53534@aol.com

Melissa Aarstad

Phone: 608-751-9700

mmhanson8785@aol.com

Rhonda Oshel

Phone: 608-868-7050

roshel@shorewest.com



AGENTS! The Real Estate Examining Board (REEB) created the **WB-50 Residential Pre-Agency Showing Agreement**. This new form has an optional use date of May 15, 2025, and a **mandatory use date of July 1, 2025**. This form is for use when showing a buyer a home in pre-agency.



Rock County Housing Statistics

Madison, WI—For a second straight month, home sales fell by a substantial margin while prices increased. Existing home sales slid 10.4% when compared to April 2024, and the median price increased 7.3% to \$322,000 over that same 12-month period.

Year-to-date sales were down just 3.5% compared to the first four months of 2024, due to solid growth in January and February of this year. Home sale prices rose 8.8% when compared to the first four months of 2024. This pushed the median sale price to \$310,000.

Statewide inventories improved 5.9% to 3.6 months of available supply in April, but they remained well below the six-month benchmark of supply that signals a balanced market. To reach what is considered a balanced market, the state would need April total listings to increase 67% from current levels.

April supply levels were static at 3.2 months of supply for larger metropolitan counties. However, they improved 8.6% to 3.8 months in micropolitan counties that contain smaller cities and towns, and they were up 13.6% to five months of available supply in rural counties.

The Wisconsin Housing Affordability Index measures the percentage of the median-priced home that a representative buyer with median family income qualifies to purchase, assuming 20% down and the unpaid balance financed with a 30-year fixed mortgage at current rates. Affordability was essentially unchanged, rising just 0.8% over the last 12 months. This is because the 7.6% increase in median family income and quarter-point improvement in mortgage rates more than offset the 7.3% increase in the median price.

Chris DeVincenzi, 2025 Chair of the WRA Board of Directors, **OPPORTUNITIES IN LESS-URBAN**

AREAS: “It’s still a strong seller’s market statewide, but we are seeing signs of improvement in our smaller communities as well as in rural parts of the state. Potential buyers may want to consider expanding their home search into areas where supply is growing to increase their likelihood of success.”

Tom Larson, WRA President and CEO tells us, **PUTTING DECLINING SALES INTO PERSPECTIVE**

“Sales dropped 10% over the last 12 months, but we need to remember that April of last year was a very strong month for sales. In fact, closings spiked 27.7% in April 2024 compared to April 2023. This was the strongest annual growth seen since late 2020. April 2025 sales were 14% higher than they were two years ago in April 2023, which is a solid month for home sales.”

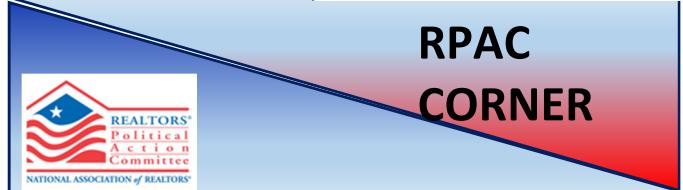
Dave Clark, Marquette University Economist and WRA Consultant, **IMPROVEMENTS ON INFLATION AND TARIFF FRONTS:** “In its most recent meeting, the Fed left the federal funds rate unchanged with Fed Chairman Jerome Powell indicating that the risk of higher inflation as well as higher unemployment increased since March. Indeed, the initial

estimates of first quarter real GDP growth were slightly negative, falling 0.3%. However, since that meeting, the administration announced promising trade negotiations with China, which was followed by better-than-expected April inflation data. Hopefully the threat of tariff wars is subsiding, which will help keep inflation in check.”

Rock County Housing Statistics—The **median price** for April 2025 is \$260,000 and for the month of April in 2024 it was \$285,000 that was a -8.8% change and the **Sales** for April 2025 is 173 and April of 2024 was 175 that was a decrease of -1.1%. In April of 2025 there was 3.3 months of **inventory** and in April of 2024 there was 3.4 that was a -2.9% change. Average **days on the market** in April of 2025 was 76 and April of 2024 was 77 that was a -1.3% change.

Statewide Housing Statistics—The median price through April 2025 is \$322,000 and through April of 2024 it was \$300,000 that was an increase of +7.3%. The sales through April of 2025 is 5,051 and through April of 2024 was 5,638 and that was a -10.4% 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.



Gov. Tony Evers signed into law five historic bipartisan bills that will increase workforce and senior housing inventory in Wisconsin. Additionally, the legislature approved and the governor signed a budget that funds \$525 million for loan programs that will help strengthen Wisconsin’s housing inventory. Laws passed and funded during the past legislative session are aimed at increasing the supply of workforce and senior housing.

***Residential development infrastructure loan program (\$275 million in funding):** 2023 WI Act 14 created a loan program at the state level to fund infrastructure for residential developments such as streets, water, sewage and sidewalks.

***Main street residential housing rehab loan program (\$100 million in funding):** 2023 WI Act 15 provides a loan program for the repair and rehabilitation of residential rental housing above an existing building with a commercial use on the main floor.

Wishing all June 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 MLS Board directly, then we can add it to the agenda.



June Events: 11th, Full Moon, 12th, MLS Board Meeting, 14th Flag Day, 15th, Fathers Day, 19th Bod Meeting, 20th Summer Begins

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:

Danielle Tyler, Keller Williams Realty Signature
Monique Olson, Land Title & Closing Services LLC.

New Offices:

Land Title & Closing Services 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.

New Member Orientation 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**"Kabobs"**

Beef cut in cubes (your choice of cut)
Peppers (green or red) cut to size
Onions cut to size
Cherry tomatoes
Mushrooms
Shrimp (lg.)
Potatoes (small reds) cut in half
Bamboo Skewers

Crushed Rosemary, garlic powder, turmeric, crushed oregano, seasoned salt, pepper, and mix the spices in a gallon plastic bag. Put the beef in and shake until covered.

Start with the beef, pepper, potato, shrimp onions. Add as many items as you want that fit properly. Rotate your order. You can add whatever vegetables you like to make it your own.

I wrap in aluminum foil with olive oil or your choice of oil/butter. You don't have to use aluminum foil. Heat the grill to 350°. Place your kabobs on the grill. Keep an eye on the kabobs and enjoy.



REMEMBER

JUNE 15



JUNE BIRTHDAYS

2	Kierra Wilson
3	Rhonda Oshel
	Mike Venable
5	Andrea Morse
6	Alexandra Bowers
7	Nicole Duffy
	Matt Bonson
	Ryan Simons
	Erick Simplot
11	Nathan Anderson
12	Molly Leonard
13	Stephanie Yarber
15	Jill Hocking
16	June Cook
	Chad Perkins
17	Renae Becker
19	Wendy Lee
20	Heidi Krenz-Buchanan
	Christopher Campbell
25	Jennifer Skubis
26	Ron Williams
27	Summer Lakemacher
28	Jennifer Moran
	Jennifer Garczynski
	Chris Slinker
30	Debbie Barden

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

BRABAZON | Title Team
GROUP, LLC

DATES TO REMEMBER

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June 2025

June 8, MLS B.O.D. Mtg, Assoc. office, 9 a.m.

June 19, Assoc. B.O.D. Meeting, Assoc. Office 9 A.M.

UPCOMING EVENTS 2025

July 3, Association office closed for 4th of July holiday

July 10, Mastermind, Barn on Prairie, 9 – 10:30 A.M.

July. 17, Assoc. B.O.D. Meeting, Assoc. Office 9 A.M.



JULY BIRTHDAYS

3	Heather Spies	16	Becky Zuelke
	Kenneth Redeker		Brittney Mansur
	Sara Reque	17	Al Herbst
4	Wayne E Jacobson	19	David Love
6	Verna Saladino	20	Lori Hagemann
	Chris Tuescher	21	Steven Greene
8	Becky Bittner	22	Stephen Biedermann
9	Barb Smith	25	Andy Dongarra
	Melanie Simmons		Chris Mayhew
	Sam Briggs	26	Kimberly Nickols
12	Mollie Podwell	28	Carole Cullen
13	Gretchen Anderson	30	Kiersten France
			Jodi Stromberg



Fidelity National Title

APPRAISER 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

MASTERMIND PROGRAM

How to Use AI to Help You Grow Your Business

First off, what is "AI" it refers to computer systems capable of performing tasks that typically require human intelligence, such as learning, reasoning, and problem-solving. How can this help me? Well, join us on July 10th at the Barn on Prairie with a panel of folks that will give you information on how they use AI in their lives and how you can use it in yours.

Mark your calendars for July 10, 2025



Save the Date
~~~~~

**MEMBERSHIP MEETING | August 6, 2025**  
**REALTOR® SAFETY |@The Barn on Prairie|9-10:30 a.m.**  
This is for all REALTORS® to join in. Sensi Sherri will be with us from AmeriKick to share information for all how to be safe while on the job or everyday living. And, how to protect ourselves from others. Please be safe and join us for this fabulous informational/instructional meeting.

**GOLF OUTING 2025**  
**SEPTEMBER 18TH**  
**AT GLEN ERIN WITH DINNER**  
**AT THE CELTIC HOUSE**  
Call Al Herbst or Vicky Kreyer for Donation info



Have a safe & Happy Holiday



**RPAC Event: RPAC COUNTY FAIR**

**October 8, 2025 5-8 P.M.**

**at the Beloit Club**

HIGHLIGHTS, there will be plenty of food and desserts, and enjoy a Signature Cocktail, dancing and a Country/Cowboy Western Themed Costume Contest. Pie & Cake Pull and of course a Live and Silent Auction. Please bring donated baskets to the Association office.



# ROCK-GREEN REALTORS® ASSOCIATION, INC.

## MASTERMIND PROGRAM | July 10, 2025

Thursday, July 10, 2025 @ THE BARN ON PRAIRIE

REGISTRATION 8:30 A.M.--PROGRAM 9 A.M. TILL 11 A.M.

Reply to the Evite that will soon be emailed to you or Fill out the form below and send back to The Rock-Green REALTORS® Association. 4451 Woodgate Dr. Suite 100, Janesville, WI 53546

### Mastermind Panel Topic:

“How to use AI to help you grow your Business”

First off, what is “AI” it refers to computer systems capable of performing tasks that typically require human intelligence, such as learning, reasoning, and problem-solving. How can this help me? Well, join us on July 10<sup>th</sup> at the Barn on Prairie with a panel of folks that will give you information on how they use AI in their lives and how you can use it in yours. Watch emails for more information.



You will get answers to these questions and much more. Join us for some great information.

Registration is at 8:30 mingle with Sponsors then at 9 A.M. the program will begin.

### MasterMind Meeting Registration—July 10, 2025

#### Please Print Names

|           |           |
|-----------|-----------|
| NAME_____ | NAME_____ |



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

**(Call Vicky @ The Association for Sponsorship Opportunities)**