



The Real Scene

ROCK-GREEN REALTORS® Association, Inc.

www.RockGreenRealtors.Homes

A word from your President By Jeff Zuelke

Well, we're into the last month of the first quarter of 2024. Inventory remains short but there are still buyers out there searching for homes. In short, not much has changed from the past couple of months. That said, we're now getting into what is normally, our more active time of the year. Hopefully, everyone will see an uptick in their business.

On March 7 we're having our first membership meeting of 2024. This will be unlike any membership meeting we have had in the past as we will have a guest speaker, in this case Michelle Laube with the City of Janesville Assessor's Office and then a panel which will be discussing our current real estate market and how to adapt. Our goal is to bring value to our membership by providing educational events and to create an environment for the exchange of information and to ask questions. We strongly encourage all our members to attend. And, to those that do attend, we ask for your feedback relative to the event. This will be an evolving concept so, any concerns or suggestion you might have would be very much welcome. Please feel free to reach out to Sue or Vicky or any of your Board members with any suggestions or concerns you might have.

On a final note, the Association is, once again, accepting pre-payments for 2025 membership dues. Sue has sent out information regarding this program so, please, check your email for more information. If you haven't received the email message or if you have any questions about the program, please reach out to Sue at the Association office.

We appreciate all who are members of the Rock-Green REALTORS® Association and always welcome your thoughts as to how we can make your Association better.

Happy March!

Jeff



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EXECUTIVE COMMITTEE

PRESIDENT

Jeff Zuelke

757-2862 jeff@zteam1.com

PRESIDENT-ELECT

Jennifer Moran

815-315-1111|

Jennifer.moran@gmail.com

TREASURER

Kassi Dixon

755-5400 kassidixonrealty@gmail.com

SECRETARY

Tammy Cherry

756-4196 |

tammycherry@c21affiliated.com

LOCAL DIRECTORS

Connor Fox

756-4196 connorfox@c21affiliated.com

Jennifer O'Connell

359-3544 re8lady@aol.com

Barb Palmby

754-2121 | bpalmby@shorewest.com

Heidi Krenz-Buchanan

365-1481 | heidikbuchanan@gmail.com

Eric Kim

884-8468 | eric_kim1987@yahoo.com

Neil Kerwin

365-7791 | neilkerwin13@gmail.com

Tony Dransfield

758-9779 | dransfieldt@firstweber.com

Danielle Schmitz

1-year term

563-5120 |

danielle@townncountrytitle.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

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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:



Hello March! Well winter is almost over and the mixed temps are very deceiving to what season it really is. LOL! My wish to you is that this spring season finds you getting busy with all of your real estate needs and ventures. Please be safe!

I sure hope you can made it to the joint membership meeting/Mastermind program on March 7th. This will be the first of possibly 3 joint meetings. Please let us know your thoughts on this mixed meeting agenda. Did not Register?? It is okay, just come anyway and sign in. No problem.

The Cornhole Tournament that happened on February 3rd brought in great funds for Project 16:49. A Huge Thank You to all that helped with that project and played or attended.

We also took a bus to Realtor® & Government Day this year. On February 7th 11 of us hopped on a bus and took a relaxed ride to Madison. We had sandwiches, chips, a cookie and a drink. The ride was a bit bumpy but it was great not having to drive or find parking. When we left, after some of us having a cocktail and some great food, we hopped back on the bus and headed for home. It would be great to have even more participation and get a little better bus. So, watch emails and newsletters for the date for the next Realtor & Gov't Day 2025 and join us on the bus.

STILL Looking for help with our events for 2024.

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
2023-2024 ASSOCIATION
COMMITTEE LIST**

BUDGET/FINANCE

Jerry Morse, Co-Chair
Blair Winn, Co-Chair
Neil Kerwin
Colleen Nelson
Jeff Zuelke

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

**GOVERNMENT
AFFAIRS/RPAC**

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

Community Involvement

Kassi Dixon, Chair
Stephanie Mawhinney, Co-chair
Kelly Falk
Heidi Krenz-Buchanan
Patricia Leak
Andrea Mroz
Kim Nickols
Lynnette Wirth
Vicky Kreyer

**MEMBERSHIP/Education/
Program/Communication**

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

NOMINATION

Jeff Zuelke, Association Chair
Kassi Dixon
Tammy Cherry
Jennifer Moran
Kathleen Stump, MLS Chair
Chris Burton
Rebecca Bittner

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

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

PERSONNEL

Jeff Zuelke, Association Chair
Jerry Morse
Heidi Krenz-Buchanan
Neil Kerwin
Colleen Nelson
Blair Winn
Katie Stumpf, 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)
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 Shultz
Jeff Zuelke

CORE STANDARDS COMMITTEE

Jeff Zuelke – Chair
Connor Fox
Colleen Nelson
Mary Gilbank-Peterson
Kassi Dixon
Wade Williams
Diana Stoehr
Vicky Kreyer

UPDATING

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

ANNOUNCEMENTS

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Rock-Green Future Events

SAVE THE DATES

***March 7, Membership Meeting at The Barn on Prairie, 9 A.M. to Noon.**

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)

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**.

ATTENTION REALTORS®

This is a reminder that your CE is due every two years ending in the even year #rs. Since this is 2024 yours are due this year.

ANNUAL DUES

We are happy to let you know we will again this year, do a Pre-Payment Plan to help you with your 2025 Annual Membership Dues. Pay any amount toward your dues from now until August 31st for just a one-time \$5 service fee and if you pay in full there will be no fee. You can pay monthly, quarterly or any payment schedule. Call Sue for more information. 608)755-4841

The Next Statewide Election is the 2024 Spring Election and Presidential Preference Vote. This will be on Tuesday, April 2, 2024. Need to know if you are registered or where your polling place is, www.myvote.wi.gov will give you all that information. Find your polling place, the hours and directions, what will be on the ballot, next local election info and learn about absentee voting if you can't get out to vote.

IT'S ZIP FORM RENEWAL TIME

When you use Transactions (zipform Edition), you're required to validate your REALTOR® membership on an annual basis. Upon accessing your Transactions, you'll see a renewal notification. The renewal process is easy to follow when you are in the program. But if you'd like more details about the renewal, visit www.wra.org/Transactions. In addition to the standard forms service, WRA membership also provides you with access to zipForm Mobile and an unlimited subscription to zipLogix Digital Ink, which is soon to be Authentisign, free of charge.

MLS INFORMATION:

***FSBO

Please use the following guidelines when entering FSBO & One-Party comp sales:

- Do not enter FSBOs or One-Party listings on the MLS until **after** closing
- Enter the status as **Sold** (not Active)
- For **list date**, use the contractual list date. For FSBO properties with no listing contract, use the date on which the owner began marketing the property to the public, if known, or the date of the first showing (must be the accepted offer date or earlier). The listing input time frame does not apply to sold comps.
- For **expiration date**, use the contractual expiration date. If there is no listing contract, use the closing date.
- Room dimensions, if unavailable, are not required, but room types and levels are. All other listing rules that apply to active listings apply to Sold Comps, including [photo requirements](#).
- For **One-Party listings**, the list side should be recorded as the actual Listing Agent, and the sale side should be recorded as the actual Selling Agent. Please note "one-party listing" in the broker remarks.
- For **FSBO sold comps**, enter the buyer agent on both sides, and then select **FSBO Comp – Not Listed** under the Sale Factors pick list. This will cause the list agent/office to be automatically changed to **FSBO Comp** when the listing is saved. Please be sure to add a photo before saving, as you will no longer have access to edit the listing or add a photo after the list side is changed.

***New Functionality - Add & Edit Listings From Any Device!

Paragon Connect is a web application that offers the same functionality as the desktop version of Paragon, but is optimized for use on tablets, phones, and other browser-enabled mobile devices. Within Paragon Connect, you already have the ability to search for properties, manage contacts and saved searches, create CMAs, and schedule showings. Starting January 30th, you'll also be able to add & edit listings from any device! Not only will you have access to handy features like tax autofill, you'll now be able to upload listing photos & documents directly from your phone or tablet!

The access level you have in Paragon is the same in Paragon Connect. For example, agents with standard Realtor level access can modify most fields on their listings (except those that are contractual in nature), and can also add partial listings, which can then be published as a live listing by someone with Office Staff, Manager, or Broker level access.

There is a video link to assist you on Paragon.

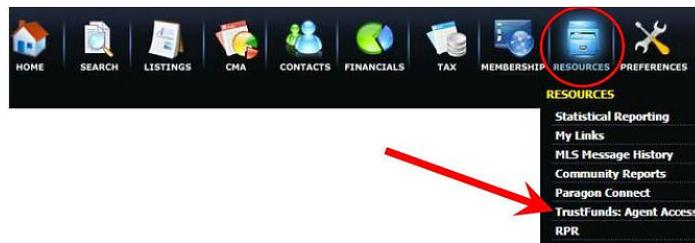
To access Paragon Connect from your desktop/computer, click the **Resources icon** and choose **Paragon Connect**. From your mobile device, tap on link on Paragon and then choose **"Launch Paragon Connect"**. Once you're logged in, you can add it to your phone's home screen for quick access later.

***Updated Resource: Mill Rates

Link on Paragon home page.

***Anti TrustFunds Activity from Paragon:

Link on Paragon home page.



Friendly reminder that all listings need to have the correct contract dates. They must match in Paragon™ and the contract. If you are not able to correct the dates; contact Sue at sue@rockgreenrealtors.homes or 608-755-4841

MLS Officers/Directors

Katie Stumpf, President
Phone: 608-289-6492

katie.stumpf@c21affiliated.com

Chris Burton, President Elect
Phone: 608-758-9779
burtonc@firstweber.com

Roz Voegeli, Treasurer
Phone: 608-931-7244
voegelir@yahoo.com

Rebecca Bittner, Secretary
Phone: 608-741-1000
rebecca.bittner@gmail.com

Wade Williams, Past President
Phone: 608-289-7912
wadeway@gmail.com

Ben Rein, 1-Year Director
Phone: 608-295-7917
benreinrealty@gmail.com

Teresa Skridla, 1-Year Director
Phone: 608-365-1481
teresaskridla@c21affiliated.com

Mike Skog, 1-Year Director
Phone: 608-884-4311
mike@patsrealty.com

Charla Piper, 1-Year Director
Phone: 608-608-754-2121
cpiper@shorewest.com

Jordan Zwickl, 1-Year Director
Phone: 608-755-5400
jordanzbrq@gmail.com

Leila Roehl, 1-Year Director
Phone: 608-757-2862
Leila@zteam1.com



Rock County Housing Statistics

Madison, WI—Both new listings and total listings saw improvement in January. New listings were up 10.1% in January 2024 compared to January 2023, and this helped to drive total listings up 2% over that same period.

Even with more homes finding their way onto the market, there continues to be a significant seller's advantage with just 2.5 months of inventory in January. A balanced market would have approximately six months of supply.

Statewide months of supply did improve 19% over the past 12 months rising from 2.1 months of supply in January 2023 to 2.5 months in January 2024. Inventory levels were slightly higher in rural counties, at 3.4 months, compared to urban counties. Specifically, large metropolitan areas, which are those with a population of 50,000 and larger, had 2.2 months of supply in January; and smaller micropolitan areas, which have populations between 10,000 to 49,000, had 2.6 months of supply.

Mary Jo Bowe, 2024 Chair of the WRA Board of Directors, **IMPROVED LISTINGS HELP BOOST SALES:** “Sales activity always slows during the winter months, and January is typically the slowest month for closings each year. However, the improvement in listings has resulted in a nice bounce in sales to start the year. New listings have grown on an annual basis in each of the last four months, and hopefully that trend continues.”

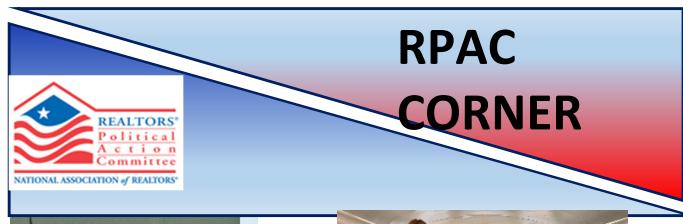
Tom Larson, WRA President and CEO tells us, **SELLER'S MARKET REMAINS WITH PRELIMINARY SIGNS OF INVENTORY GROWTH:** “We are still in a seller's market, and the significant unmet demand for homes by millennial buyers will probably keep it that way for the foreseeable future. However, it is encouraging to see new listings increase in each of the last four months, and they were up by just over 10% in January. Sustained growth in listings is key if we are to move toward more balanced markets.”

Dave Clark, Marquette University Economist and WRA Consultant, **FED RATE CUTS MORE LIKELY LATE IN THE YEAR** “The January inflation report from the U.S. Bureau of Labor Statistics showed improvement in headline inflation from the small inflationary spike we saw in December, but the January rate of 3.1% was the same as the rate from November. The Fed actually focuses on core inflation, which factors out the more volatile food and energy prices, and the January core inflation rate was 3.9%. This is well above the Fed's 2% target, which was unchanged from December. What this means is that The Fed is likely to hold off on any cuts to the Federal Funds Rate until it sees more progress on inflation.”

Rock County Housing Statistics—The median price for January 2024 is \$237,450 and for the month of January in 2023 it was \$236,250 that was an increase of +0.5% and the **Sales** for January 2024 is 118 and January of 2023 was 120 that was a decrease of -1.7%. In January of 2024 there was 2.5 months of **inventory** and in January of 2023 there was 1.8 that was a +38.9% change. Average **days on the market** in January of 2024 was 77 and January of 2023 was 74 that was a +4.1% change.

Statewide Housing Statistics—The median price through January 2024 is \$265,000 and through January of 2023 it was \$250,000 that was an increase of +6.0%. The sales through January of 2024 is 3,436 and through January of 2023 was 3,200 and that was a +7.4% 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.



Our trip to Madison for REALTOR & Gov't Day was a great day! Started with a bus trip including lunch and then a few words from Governor Evers, a trip to the Capitol to meet with our

legislatures, then we ended our day at a yummy reception and then we had a safe trip home. Join us for R&G Day 2025 and help us fill the bus. This was a great trip for only \$10. Many thanks to our sponsors, Marianne and Rich Walker, Jeff Zuelke, Paula Carrier, Tony Dransfield, Jennifer Moran, Matt Lee and Wade Williams. Please let me know if I missed anyone.



Wishing all March 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 March: 10th Daylight Savings, 17th St. Patricks Day (wear green), 19th Spring Begins, 21st BOD, 25th Full Moon



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:

Krystle Kooiman, Coldwell Banker The Realty Group
Tina Gould, Advantage Homes

Members Transferring:

Shannon Weis, Making Dreams Realty to Realty Executives Premier
Charla Piper, Shorewest Realtors to C21 Affiliated Janesville
Timothy Piper, Shorewest Realtors to C21 Affiliated Janesville



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 2024
February 29, 2024
May 9, 2024
August 29, 2024
November 7, 2024

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

**RECIPES****FRESH FRUIT FLAN****CAKE:**

1 c. sifted flour
1/2 tsp. baking powder
4 eggs, separated (room temp)
3/4 c. sugar
1 T. water
2 T. butter, melted
1 tsp. vanilla

Butter the indented flan pan well. Preheat oven to 400°. Combine flour and baking powder; set aside. Beat egg yolks until light. Gradually add 1/2 cup of sugar and beat until thick. Add water and vanilla while beating. Stir in butter. In a separate bowl, beat egg whites until soft peaks form. Add remaining 1/4 cup sugar and beat until soft peaks form. Spoon half of the egg whites over egg yolks and sift half the flour mixture over egg whites. Gently fold the 3 mixtures together with rubber spatula. Repeat. Pour into flan pan and bake 12 to 15 minutes, until golden. Turn out, upside down, on a cooling rack immediately.

FILLING:

1 1/2 c. milk
1/2 c. sugar
2 to 3 T. lemon juice
4 egg yolks
3 T. cornstarch
Grated peel of 1/2 lemon

Put milk in saucepan and bring to boil; set aside. Combine sugar and egg yolks in a bowl; beat until light and thickened. Add cornstarch and continue beating until smooth. Add lemon juice and peel. Gradually add hot milk to egg yolks while stirring. Return to saucepan. While whisking mixture over moderate heat, cook for 2 to 3 minutes, until thick and smooth. Let cool. When cake and filling have cooled, pour filling into indentation on top of cake.

**2 cans whole, peeled apricots
Blanched almonds, lightly toasted
Green grapes
1/2 c. apricot jam**



Cut apricots in half, pat dry with paper towels and arrange on top. Scatter grapes and almonds. Heat jam and brush over fruit with brush for glaze. Serve within a few hours.

**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**

MARCH BIRTHDAYS

1	Mason Simmons
4	Joe Saladino
	Ashlyn Ellefson
5	Eric Kim
6	Tom Humpal
	Jesse Bunn
7	Mark Newbury
9	Dan Pergolski
	Shirley Carlson
	Joel Patch
11	Kelly McPherson
12	Amber Baker
	Zach Thompson
17	Wendy Bumgarner
	Edward Calusinski
	Drew Rollette
19	Kathy Parish
21	Adam Briggs
24	Margaret Labus
25	Shannon Bever
28	Jeff Myers
29	Joseph Hansen
	Chris Collins



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.homes

DATES TO REMEMBER

7

MARCH 2024

March 7, Membership Mtg, The Barn on Prairie, 9 a.m. to noon

March 21, Assoc. B.O.D. meeting, Assoc. Office 9 A.M.

UPCOMING EVENTS 2024

Apr. 11, MLS B.O.D. meeting, 9 A.M.

Apr. 18, Assoc. B.O.D. meeting, Assoc. Office 9 A.M.

APRIL BIRTHDAYS

1	Lori Emerson	17	Colleen Meyer
	Ashley Ormes		Brooke Ferrell-Parisi
3	Chad Sullivan	18	Bill Newcomb
8	Scott Bever	21	H James Oberg
	Laurie Huml Eckert	25	Benjamin DeWitt
9	Deb Dongarra		Malachi Brick
	Kathleen Stumpf	26	Sam Tesar
10	Agim Mahmudi		Ben Rein
	Teresa Skridla		Melissa Pergolski
11	Robert Giese		Diana Cleven
13	Peggy Cadd	27	Jerry Morse
14	Mandy Lux		Theodore Jappert
15	Margo Berke	28	Kelly Falk
	Suzette Hughes		
16	Mindy Morgan		

APPRaiser CORNER

Appraiser Career

Launch your real estate appraisal career with
resources from the WRA.



Appraisers estimate the value of a property, which can be a home or
commercial property as well as vacant land.

Find out more

- [Wisconsin appraiser pre-license education](#)
- [Wisconsin appraiser license requirements](#)
- [Appraiser continuing education](#)
- [Appraisal Foundation website](#)
- [Become a member of the WRA](#)



Don't forget to set your clocks
ahead Saturday March 9th
before going to bed

