



The Real Scene

ROCK-GREEN REALTORS® Association, Inc.

www.RockGreenRealtors.Homes

A word from your President

Jennifer Moran

Dear Rock-Green REALTORS® Association Members,

Market Update

As of January 2025, Rock County's real estate market continues to show strong growth:

- **Median listing price:** \$322,400 (up 9.3% year over year)
- **Median price per square foot:** \$178
- **Days on market:** homes are selling quickly, often at or near asking price

The market remains competitive, making it crucial to stay informed and proactive in serving our clients.

February Membership Meeting Recap

A huge thank you to everyone who attended our February Membership Meeting. We had a great turnout and gained valuable insights into the Janesville GIS map and upcoming city projects. The discussions on the 2025 City-Wide Project Map and the E Milwaukee Street Reconstruction was especially insightful. Your engagement helps us all stay ahead in an evolving market.

March Mastermind – March 21

- **When:** March 21, 9:00 AM – 11:00 AM
- **Where:** The Barn on Prairie
- **Topic:** “Becoming Landlords & Helping Our Landlord/Investors Clients”

REALTOR® & Government Day – April 17

Join us on April 17 for REALTOR® & Government Day. We will be chartering a bus to the event, providing you with a great opportunity to:

- Learn how local and state governments are working to protect our industry and jobs
- Connect with fellow REALTORS® and industry leaders
- Gain firsthand knowledge of legislative policies impacting real estate.

We strongly encourage all members to attend—this is a chance to make your voice heard and stay informed on the policies shaping our profession.

Thank you all for your continued dedication and engagement. We look forward to seeing you at these upcoming events.

Best Regards,
Jenn



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MARCH 2025

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BRABAZON | Title Team
GROUP, LLC

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Editor of *The Real Scene*
Vicky Kreyer, Association Executive
Co-Editor
Sue Cook, MLS/Membership Administrator

ASSOCIATION NEWS

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A Note from your Association Executive:

Hello All, Well, I don't know about you but I am hoping this is all the winter we are going to get. It is time for the sun to shine and the temperature to get hot...just like the sales for all of you.



February was a busy month for us here at the Association, I do apologize for the lateness of the last newsletter. Our goal for all of you is to get the publication out by the first week of the month. That way you will know what is happening that month and the next month. Please see page 3 for future events.

We just had our first Membership Meeting of the year, I was happy to see all of you that attended. Michelle and Jimsi gave very informative presentations. Michelle did mention that if any of you want her presentation, just let me know and she will make it available. Michelle also mentioned that if there is any office/s that would like for her to speak at your monthly meetings to please give her a call. (Note: for future meetings we will bring our mic and speaker) just in case theirs is still not working.

I was also pleased to see the sponsors at our meeting, and all the visiting that was happening. I certainly hope moving you up with the meeting was a welcome change.

Please put March 21st down for the next meeting. This will be a Mastermind meeting at the Barn on Prairie starting at 9 a.m. The theme for this meeting will be "Becoming a Landlord or Serving Landlords". This will be a panel discussion for anyone interested in diving into investment properties or to better serve landlord clients.

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

The first of the **Wisconsin Summit Series** event will be in Appleton, on March 12, 2025 from 9 a.m. - 12:00 p.m. at the Wisconsin Timber Rattlers—The Fox Club, 2400 Casaloma Dr. Appleton, WI 53913. This is no cost to WRA members. The agenda is; More Housing Wisconsin with Curt Witynski.; Market insights with Lawrence Yun, Ph.D.; Local housing solutions panel, moderated by Jennifer Sunstrom.; And, Legal and legislative update with Cori Lamont. Plus, the legal and legislative update session is approved for one hour of CE credit for the 2025-26 Wisconsin real estate biennium. **More info or to Register go to WWW.WRA.ORG/SummitSeries**



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

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 Jeff Zuelke, Co-Chair

Community Involvement

Kassi Dixon, Chair
 Stephanie Mawhinney, Co-chair
 Heidi Krenz-Buchanan
 Patricia Leak
 Andrea Mroz
 Ann Welsh
 Lynnette Wirth

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 Al Herbst, Co-Chair
 Dori Davies
 Ben DeWitt
 Deb DeWitt
 Tim Shortreed

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 Heidi Krenz-Buchanan
 Brenda Knighton Slatter
 Stephanie Mawhinney
 Jennifer Moran
 Paul Schieldt
 Toni VanderHayden
 Macy Walter
 Jacqueline Watson-Giese

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 Diana Stoehr, Program Chair
 Amy Betker-Steffensen
 Kassi Dixon
 Connor Fox
 Jeff Zuelke
 Neil Kerwin
 Jennifer O'Connell
 Sara Reque

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Jennifer Moran, Chair
 Heidi K Buchannan
 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

Vacant, Chair
 Heidi K Buchanan, Incoming Pres.
 Wendy Bumgarner
 Andrea Morse
 Colleen Nelson

RECRUITMENT

Colleen Nelson, Chair
 Neil Kerwin
 Andy Dongarra
 Jerry Morse

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 Renae Henry
 Heidi Krenz-Buchanan
 Stephanie Mawhinney
 Colleen Nelson
 Paul Schieldt
 Wade Williams

SUNSHINE

Maryann Warden, Chair
 Mollie Podwell

STRAT PLAN COMMITTEE

Jerry Morse, Chair
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 Jennifer Moran
 Neil Kerwin
 Colleen Nelson
 Paul Schieldt
 Ben Shultz

CORE STANDARDS COMMITTEE

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 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**3****Rock-Green Future Events****SAVE THE DATES**

March 6, New member Orientation, 9 A.M. at the Association office.

March 20, B.O.D. Mtg, Assoc. Office, 9 A.M.

March 21, Mastermind Program, at The Barn on Prairie, 9 A.M. start

April 10, M.L.S 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, more info to come.

(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 on the way and a safe trip home. WRA always has a tasty reception after you return from the capitol. How do you sign up – you ask? Check your email for the EVITE and Register for the event and the bus at the same time. Then Venmo your payment or mail/stop in the Association office and then you will be entered into a \$100 drawing. (No matter how you, Register for Event, Register for the bus, pay your \$10, you will be in the \$100 drawing) Do this by April 1st to qualify.

There are also Sponsor opportunities available. Bus, Food and Beverage Sponsorships. 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.

MLS INFORMATION:

***Include Firm Name on Advertising

As a reminder, Wisconsin Statute 452.136 and the Code of Ethics Standard of Practice 12-5 require that you include your firm name in all advertising, including social media. This ensures compliance with state regulations and helps maintain transparent business practices. For further guidance, please refer to this helpful article by the WRA on the Do's and Don'ts of advertising located on Paragon.

*** Defective Keyboxes

Defective iBoxes should be returned to the MLS office Rock-Green Realtors Association Inc. for repair and/or replacement. Call/email Sue sue@rockgreenrealtors.homes or 608-755-4841. Typically there is no charge for this, unless due to causes beyond the normal wear and tear, in which case the broker will be assessed a \$50/box charge.

*** Lost Keyboxes

Lost iBoxes should be reported to the MLS office immediately. 608-755-4841 or sue@rockgreenrealtors.homes. There is a \$50/box replacement charge.

*** Keybox Activity Report

Each time an iBox key container is released it stores a showing record. If you assigned your keyboxes (either via the eKEY app, Paragon, or on SupraWEB online) you can view this information (date/time, showing agent name & phone number) by logging on to SupraWEB:

- Go to Listings section
- Click on Keyboxes (under Quick Links)
- Find the box you want the report for and click on the Door symbol (under Actions column)
- Report will display on screen and you can print or email it

Or, if you have the iBox with you, your eKEY app allows you to read keybox activity to see who has opened the box (you must have the shackle code for that particular box in order to do so):

- Open the eKEY app
- Tap My Lockboxes
- Tap Read Activity
- Enter Shackle Code for box you are attempting to read
- If you don't want to assign this keybox, Uncheck the "Add to Inventory" field
- Push up on the bottom of the keybox to activate Bluetooth
- Results will display on your screen

MLS Officers/Directors

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PARAGON MAINTENANCE

Paragon has scheduled system maintenance and upgrades on the following dates and times:

Thursday, March 6, 12 a.m. - 6 a.m.

Thursday, March 13, 12 a.m. - 6 a.m.

Thursday, March 20, 12 a.m. - 6 a.m.

Access to Paragon and Paragon services will be affected and unavailable during maintenance. Please Plan accordingly.





Rock County Housing Statistics

Madison, WI—Existing home sales in January 2025 only rose 0.6% compared to their January 2024 levels, but the median price increased 10.6% to \$293,000 over that same period.

Weak inventory continued to characterize the Wisconsin existing home market even as January listings improved compared to their January 2024 levels. New listings rose 8.7%, and total listings were up 5.9% over the past 12 months. Even though months of available inventory rose 3.7% to 2.8 months over the last year, this market continues to be classified as a strong seller's market since it is well below the six-month benchmark that characterizes a balanced market.

The Wisconsin Housing Affordability index shows the fraction of the median-priced home that a potential buyer with median family income can qualify to purchase, assuming a 20% down payment with the remaining 80% balance financed with a 30-year fixed-rate mortgage at current levels. The index fell from 146 in January 2024 to 128 in January 2025 which is a 12.3% reduction over the past year.

Chris DeVincenzo, 2025 Chair of the WRA Board of Directors, **CHALLENGE OF HIGH PRICES**: “Low inventories generated strong price pressure in every region of the state, but home price appreciation was especially strong in the more urbanized areas in the Northeast and Southeast where prices rose in the 10% to 12% range over the last year. Higher prices and higher mortgage rates really hurt first-time buyers who rely heavily on financing in their home purchases.”

Tom Larson, WRA President and CEO tells us, **HOPEFUL TRENDS IN HOME SALES**: “We cannot draw too many conclusions about 2025 home sales based on January sales volume since we only sell about 5% of annual sales in a typical January. However, it is good to see a modest increase in home sales to start 2025 even though affordability fell 12% compared to January 2024. Hopefully mortgage rates begin to fall, improving affordability and increasing sales as we move into the spring and summer seasons.”

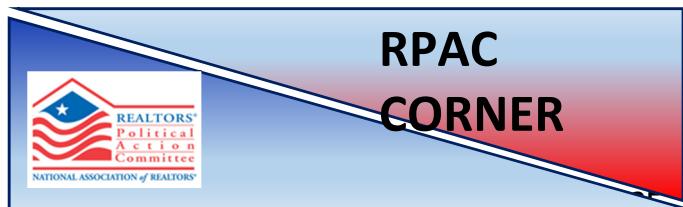
Dave Clark, Marquette University Economist and WRA Consultant, **INFLATION VS. RECESSION RISK**: “The federal Open Market Committee (FOMC) is the “Federal Reserve Bank’s committee that sets short-term interest rate targets. At the January FOMC meeting, the Fed indicated the labor market remains resilient, but inflation continues to be elevated. As a result, it will pause any changes to short-term rates for the near term as the Fed takes a “Wait and see”

approach to the potential impact of the new administration’s policies on inflation and economic growth.”

Rock County Housing Statistics—The median price for January 2025 is \$258,900 and for the month of January in 2024 it was \$237,450 that was a +9.0% change and the **Sales** for January 2025 is 117 and January of 2024 was 118 that was a decrease of -0.8%. In January of 2025 there was 2.6 months of **inventory** and in January of 2024 there was 2.7 that was a -3.7% change. Average **days on the market** in January of 2025 was 86 and January of 2024 was 77 that was a +11.7% change.

Statewide Housing Statistics—The median price through January 2025 is \$293,000 and through January of 2024 it was \$265,000 that was an increase of +10.6%. The sales through January of 2025 is 3,537 and through January of 2024 was 3,515 and that was a +0.6% 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.



MONONA TERRACE, MADISON, WI

Join us for a trip to Madison, WI. We have a VanGalder 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. **All others Register with Rock-Green and WRA and pay your \$10 by April 1, you will be entered to win a \$100 drawing.**



Join us to amplify your voices and advocate for your business, industry and clients. Come together with REALTORS® statewide to meet in person with state lawmakers to champion priorities vital to the real estate industry, Homeownership and property rights in Wisconsin. Register today at: WWW.WRA.ORG/RGDay

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.



March Events: 9th Daylight Savings (Spring Ahead), 14th Full Moon, 17th St. Patrick's Day, 20th BOD meeting, 21st Master Mind Meeting

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:

Chad Perkins, First Community Credit Union
Morgan Anderson, EXP Realty, LLC

Members Leaving:

Theodore Jappert, Briggs Realty Group Inc.

Members Transferring:

Shelly Schroeder, left Keller Williams Realty Signature, joined Realty Executives Premier



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

March 6, 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**Mostaccioli**

1 lb. ground beef
1/2 c. chopped onion
2 cloves garlic, minced
2 T. shortening
1 (28 oz.) can tomatoes, cut up
1 (6 oz.) can tomato paste
1 tsp. salt
4 oz. pepperoni, sliced
1/2 lb. fresh mushrooms
2 T. salt
12 oz. mostaccioli
Parmesan cheese

Brown ground beef in large skillet. Remove meat from skillet and set aside. In same skillet, cook onion and garlic in hot shortening until tender-crisp. Stir in tomatoes, tomato paste and 1 teaspoon salt. Simmer mixture, covered, for 25 minutes. Stir in meat, pepperoni and mushrooms. Continue cooking for 10 minutes. Skim off excess fat. Cook mostaccioli according to package directions. Toss with meat sauce and serve with grated Parmesan cheese.

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

MARCH BIRTHDAYS

4	Joe Saladino
	Ashlynn Ellefson
5	Eric Kim
6	Tom Humpal
	Jesse Bunn
7	Mark Newbury
9	Dan Pergolski
	Joel Patch
	Imeldo Barajas
11	Kelly McPherson
12	Amber Baker
	Zach Thompson
17	Wendy Bumgarner
	Edward Calusinski
19	Kathy Parish
20	Lukus McCormick
21	Adam Briggs
24	Margaret Labus
25	Shannon Bever
28	Jeff Myers
29	Joseph Hansen

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

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



DATES TO REMEMBER

7

March 2025

Mar. 6, New Member Orientation, 9 A.M. Assoc. Office

Mar. 20, Assoc. B.O.D. Meeting, Assoc. Office 9 A.M.

Mar. 21, Mastermind Meeting, Barn On Prairie 9 A.M. to 11 A.M.

"Becoming a Landlord and Serving Landlords"

UPCOMING EVENTS 2025

Apr. 10, MLS B.O.D. meeting Assoc. office 9 a.m.

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

Apr. 17, REALTOR® & Government Day, Madison, Monona Terrace

See info in this issue on riding the bus to and from.

APRIL BIRTHDAYS

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

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



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



ROCK-GREEN REALTORS® ASSOCIATION, INC.

MASTERMIND PROGRAM | March 21, 2025

Friday, March 21, 2025 @ THE BARN ON PRAIRIE

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



Reply to the Evite that was 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:

“Becoming a Landlord and Serving Landlords”

What are legal considerations for new landlords and how to stay compliant with Fair Housing laws? What common mistakes to watch for while screening and managing tenants? How does the Section 8 work in Wisconsin? What are some of the Wisconsin Landlord Documents and Requirements? What are financing differences between investment properties verses owner occupied homes. What are lending roadblocks? And, what to look for when purchasing rental properties. 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—March 21, 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)

