



The Real Scene

ROCK-GREEN REALTORS® Association, Inc.

www.RockGreenRealtors.Homes

A word from your President

Jennifer Moran

Hello Rock-Green Members,

As we step into May and reflect on the first quarter of 2025, I want to share some insights and encouragement for the months ahead.

Q1 data shows a dip in the number of homes sold compared to the end of 2024. From January 1st to April 30th, Rock County saw 603 homes listed and 492 homes sold. In contrast, September through December 2024 brought 525 new listings and 617 sales. While this year-over-year comparison highlights a slower start to 2025, it's not without silver linings.

We're seeing more homes coming to market—and the good news is that *well-priced homes are still selling quickly*. Buyers are active and watching closely, so strategic pricing, polished presentation, and strong marketing remain essential.

This is the perfect season to lean into our value as REALTORS®—not only as transaction experts but as trusted advisors. Our role in education and guiding clients through shifting market conditions has never been more important.

And speaking connection and growth—I hope you'll join us for our **May Membership Meeting** where we're shaking things up with a *Speed Networking Event!* Come meet and mingle with some amazing local vendors including lender, inspectors, title reps, stagers, and more. Whether you're building your referral network or looking for new go-to professionals, this is a great opportunity to make meaningful connections that can elevate your business.

Let's keep showing up for each other, continuing to grow, and supporting our clients with excellence. I'm proud to serve as your President and look forward to what's ahead.

Warm Regards,

Jenn

President, Rock-Green REALTORS Association



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Fidelity National Title®

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Vicky Kreyer, Association Executive
Co-Editor
Sue Cook, MLS/Membership Administrator

ASSOCIATION NEWS

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A Note from your Association Executive:

Happy May Everyone! The flowers are blooming and trees are budding. It is a great time to think Real Estate. I hope you all are seeing more activity as Spring is approaching.



THIS MAY BE THE BEST HOUR AND A HALF YOU

HAVE SPENT AT A MEMBERSHIP MEETING! This next membership meeting should be a fun one for EVERYONE. We are calling it "Speed Dating with our Affiliates. It will be fun and exciting meeting with our affiliate members and other real estate related professionals. All of our members new and seasoned are encouraged to come and meet some new affiliates and maybe some you slightly know that you could be doing business with. It would be great if our more seasoned members would come and meet some of the new faces to our association. Put a face to that name. We have 15 or more affiliates signed up to meet all of you. This will all happen at the Barn on Prairie on May 14, starting at 9 a.m. and ending at 10:30 a.m. **SEASONED OR IF YOU ARE A NEW MEMBER WITHIN THE LAST FEW YEARS COME AND JOIN US!**



**Associated
Bank**

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

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	PERSONNEL Jennifer Moran, Assoc. President Jerry Morse Heidi Krenz-Buchanan Neil Kerwin Colleen Nelson Jennifer Moran
BUDGET/FINANCE Jerry Morse, Co-Chair Blair Winn, Co-Chair Neil Kerwin Colleen Nelson Jennifer Moran	Colleen Nelson Blair Winn Chris Burton, MLS President
BYLAWS Blair Winn, Co-Chair Jeff Zuelke, Co-Chair	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)
Community Involvement Kassi Dixon, Chair Stephanie Mawhinney, Co-chair Heidi Krenz-Buchanan Patricia Leak Andrea Mroz Ann Welsh Lynnette Wirth	ROY/AWARDS LUNCHEON Wendy Bumgarner, Chair Heidi K Buchanan, Incoming Pres. Andrea Morse Colleen Nelson
GOLF OUTING Gary Getchel, Co-Chair Al Herbst, Co-Chair Karla Clark Dori Davies Ben DeWitt Dawn Radke Deb DeWitt Tim Shortreed	RECRUITMENT Colleen Nelson, Chair Neil Kerwin Andy Dongarra Jerry Morse
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	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
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	SUNSHINE Maryann Warden, Chair Mollie Podwell
NOMINATION Jennifer Moran, Chair Heidi K Buchanan Kassi Dixon Kevin O'Leary Chris Burton, Chair Rebecca Bittner Ben Rein Teresa Skridla	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.

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

**Don't
Forget
Mom
May 11**



ANNOUNCEMENTS

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Rock-Green Future Events

SAVE THE DATES

May 8, New Member Orientation, 9 A.M. Assoc. Office

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

May 15, B.O.D. Mtg, Assoc. Office, 9 A.M.

May 26, Association office closed, Memorial Day

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

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

***July 10**, Mastermind Mtg, Details coming soon.

(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

MLS INFORMATION:

*** OFFICE EXCLUSIVE LISTINGS

- Intended to protect the privacy of a seller who does not want their property publicly marketed for the entire term of the listing contract
- Not entered on the MLS
- Office exclusive listings may only be shared with agents in the listing firm and clients who are under buyer agency with the listing firm
- Seller Exclusion Form and listing contract must be submitted to sue@rockgreenrealtors.homes within 4 working days of the list date
- If a seller later decides they would like to publicly market, a **new listing contract** must be executed & entered on MLS within one (1) business day of public marketing

For full Office Exclusive information/rules click on the link in Paragon

*** DELAYED LISTINGS

- Seller does intend to publicly market, but is not quite ready to begin showings or fully market as Active (ex: due to needed repairs, staging, timing of photos, etc.)
- **Must be entered on the MLS within the appropriate time frame (cannot state "not to be entered until date" to avoid timely entry)**
- May be advertised as "coming soon" by the listing firm (ex: coming soon sign, social media posts)
- Cannot be shown by anyone (including seller or listing agent)
- Once moved to Active status, full marketing begins via IDX & syndication

For full Delayed information/rules click on the link in Paragon

Fines to be implemented if rules are not followed.

*** Now Live - Auto-Emails for Delayed Listings!

As of today (Tuesday, April 22nd), Delayed listings are now eligible for Collaboration Center and auto-email notifications via SCWMLS. Agents can now configure Paragon searches to automatically notify consumers of Delayed listings.

Here are a few important details:

- All listings in Delayed status are now visible to consumers via Paragon searches in the main SCW database.
- To include Delayed listings in *existing* notifications and saved searches, agents will need to manually add Delayed status to their search criteria.
- We are not allowed to include Delayed listings from other MLSs in our auto-email notifications, so these no longer display in the main SCW database. They can still be found by switching to WIREX. Use the link in Paragon for the counties that delayed will appear in the main Rock-Green/SCW database once they are Active. (We will keep you updated if

(Delayed listings from other MLSs are approved for inclusion in the future).
Additional information on Delayed status can be found on the link in Paragon.

MLS Officers/Directors

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First Community

Credit Union

firstccu.com

AGENTS! Please join us at the Barn on Prairie on May 14th for some great conversations with our Affiliate members. NEW Agents, come and meet our title companies, banks, loan officers, appraisers, home inspectors and so much more. Come and support our Affiliates, as they do so much to support us. If you are a Seasoned or New agent, come and meet our new Association members.



Rock County Housing Statistics

Madison, WI—Existing home sales fell by double digits in March as inventories remained tight. Wisconsin home sales fell 10.2% compared to solid sales in March 2024. The median price rose 3.7% over the past 12 months to \$310,000, but this is only about a third of the pace of price growth seen in the first two months of the year.

During the first three months of 2025, sales were down slightly, falling 0.8% relative to that same period in 2024. The median price rose 7.3% to \$300,500 in the first quarter of 2025 compared to the first quarter of 2024.

Inventory levels remain well below the balanced market, benchmark of six months of available supply, with March inventory at 3.2 months, which is unchanged from March 2024. Total listings were relatively flat over the last 12 months, rising just 0.6% in March whereas new listings fell 1.3% compared to March 2024.

An annual re-benchmarking of statewide median family income data by the U.S. Department of Housing and Urban Development revealed more income growth over the past 12 months than was earlier estimated. Wisconsin median family income rose 7.7% between March 2024 and March 2025. This, combined with moderating price appreciation and a slight improvement in mortgage rates—specifically, a 17 basis point drop in the 30-year fixed mortgage rate to 6.65% in March—helped improve statewide housing affordability.

Chris DeVincenzo, 2025 Chair of the WRA Board of Directors, **POSITIVE SIGNALS EVEN AS SALES**

SLIP: “The moderating price appreciation, income growth and slight improvement in mortgage rates really helped on the affordability front. This is a good sign as we move into the peak season for sales. The ongoing challenge is the weak inventory levels that constrain home sales growth.”

Tom Larson, WRA President and CEO tells us, **BUYERS ADJUSTING TO NEW NORMAL FOR MORTGAGE RATES** “When mortgage rates first topped 5% almost three years ago, some buyers stepped back from the market, hoping rates would improve. Now that 30-year rates have been in the 6% to 7% range for most of the last two years, there are signs that buyers are treating this as the new normal. That bodes well for solid buyer demand going into the peak sales period.”

Dave Clark, Marquette University Economist and WRA Consultant, **TARIFF UNCERTAINTY AND**

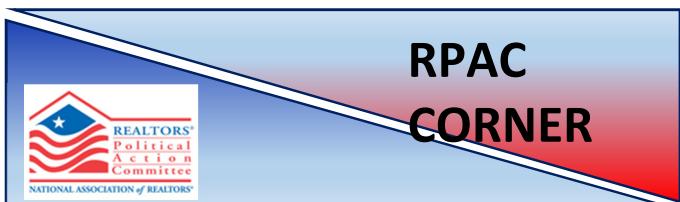
INFLATION: “The Fed is closely monitoring inflation as it considers future rate cuts to stimulate the economy. While the March inflation figures suggest progress on inflation—with core CPI inflation dropping to 2.8%, which is its lowest level since March 2021—those numbers were released before widespread tariffs were imposed in early April. The Fed recently

acknowledged that tariffs can be inflationary, and it may need to delay cuts in short-term rates—which would be warranted if recession risks increase—to counter those inflationary pressures.”

Rock County Housing Statistics—The median price for March 2025 is \$272,250 and for the month of March in 2024 it was \$243,900 that was a +11.6% change and the **Sales** for March 2025 is 138 and March of 2024 was 170 that was a decrease of -18.8%. In March of 2025 there was 3.1 months of **inventory** and in March of 2024 there was 3.2 that was a -3.1% change. Average **days on the market** in March of 2025 was 76 and March of 2024 was 82 that was a -7.3% change.

Statewide Housing Statistics—The median price through March 2025 is \$310,000 and through March of 2024 it was \$299,000 that was an increase of +3.7%. The sales through March of 2025 is 4,279 and through March of 2024 was 4,764 and that was a -10.2% 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.



Thank you for being part of another incredible REALTOR & Government Day! Thank you for your support.

On April 17, 2025, more than 560 Wisconsin REALTORS® like you came together at the Capitol to make our voices heard—setting a new attendance record for the largest RGD in WRA history!

For over 40 years, REALTORS® have traveled to Madison to advocate for policies that protect property rights, promote housing affordability, and strengthen Wisconsin's real estate market. This year was no exception. Together, we shined a spotlight on Wisconsin's housing crisis, focusing on the urgent challenges of housing supply and affordability, including property taxes—issues that impact every homebuyer, renter, business and community across our state.

Thank all of you that went and for taking the time to go and speak out and make a difference. It couldn't be done without you and truly grateful for your passion, your voice and your leadership. See you all next year on February 10, 2026!

MEMBERSHIP UPDATES

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Wishing all May 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.



May Events: 1st May Day, 8th New Member Orientation, 11th Mothers Day, 12th Full Moon, 15th BOD Meeting, 17th Armed Forces Day, 26 Memorial Day (office closed)

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:

Vickie Leistner, Keller Williams Realty Signature
Alan Raguse, First Weber Inc.
Summer Lakemacher, C21 Affiliated Beloit
Jerry Bowgren, Re/Max Property Source
Andrea Goetz, Keller Williams Realty Signature
Clinton Sullivan, EXP Realty, LLC
Amy Shager, Keller Williams Realty Signature
Matthew Mollison, EXP Realty
Sarah Moen, Realty Executives Premier
Mikayla Drinkwine, Re/Max Property Source
Samantha Freitag, True North Title

Members Leaving:

Janet Churchill, Coldwell Banker Real Estate Group

Members Transferring:

Tammy Kolovitz, left First Community Credit Union, joined Bank of Brodhead
Stephanie Mawhinney left Land Title & Closing Services, joined Knight Barry Title
Mori Jo Conkrite, left Re/Max Property Source, joined BHHS Crosby Starck Real Estate

New Offices:

True North Title

Offices Leaving:

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

May 8, 2025

August 7, 2025

November 6, 2025

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

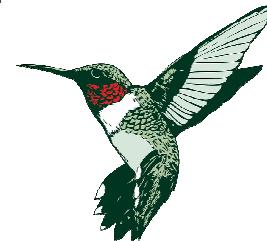
"Please make sure you take your orientation class before your six (6) months is up. You signed a paper stating you would take it before the six (6) months was up." Thank you!



RECIPES

Hummingbird Cake

This is a very dense, delicious cake and requires two men and a strong boy to carry! Line them up ahead of time.



2 c. flour
2 c. sugar
1 tsp. salt
1 tsp. ground cinnamon
3 eggs, beaten
1 ½ c. salad oil
1 tsp. baking powder
1 ½ tsp. vanilla
1 (8oz.) can crushed pineapple (undrained)
2 c. chopped pecans
2 c. chopped bananas

Combine dry ingredients in a large mixing bowl. Add eggs and salad oil, stirring until dry ingredients are moistened. Do not beat. Stir in vanilla, pineapple, 1 cup nuts and bananas. Spoon batter into 3 well-greased and floured 9-inch cake pans. Bake at 350° for 25 to 30 minutes.

CREAM CHEESE FROSTING:

2 (8oz.) pkg. cream cheese, softened
1 c. butter, softened
2 (16 oz.) pkg. powdered sugar
2 tsp. vanilla

Combine cream cheese and butter. Beat until very smooth. Add powdered sugar, beating until light and fluffy. Stir in vanilla. Frost cake and top with remaining 1 cup of nuts.

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

MAY BIRTHDAYS

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

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

May 2025

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

UPCOMING EVENTS 2025

- June 12**, MLS B.O.D. Mtg, Assoc. office, 9 a.m.
June 19, Assoc. B.O.D. Meeting, Assoc. Office 9 A.M.

JUNE BIRTHDAYS

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



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

REALTOR & Government Day 2025

With the help of our sponsors, First Mid, Associated Bank and Advanced Chimney Systems. We were able to take around 40 plus 7 that did not ride the bus, attendees to RGD. I think that we are the reason (my thinking anyway) that there were more than 560 in attendance this year, which was a record setting number in the history of WRA at RGD. A HUGE Thank You to all who attended. We thank you for taking the time.

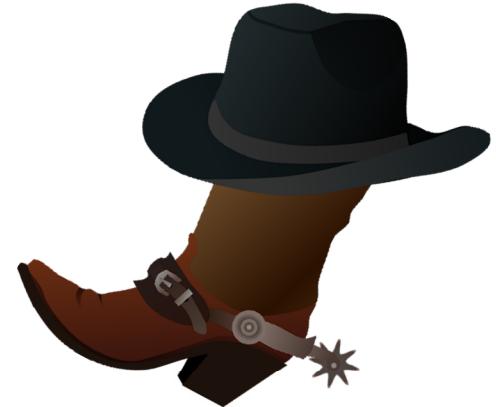
Mark your calendars for February 10, 2026



Save the Date

SAVE THE DATE
JULY 10, 2025
MASTERMIND
TECH/AI

RPAC Event: RPAC COUNTY FAIR
October 8, 2025 5-8 P.M. at the Beloit Club
HIGHLIGHTS, Line Dancing, BBQ and Classic
Fair Treats, Signature Cocktail and a
Country, Cowboy/Western Costume
Contest.



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



GOD BLESS USA

MEMORIAL DAY
Honoring all who served

Rock-Green REALTORS® Association, Inc.

Membership Meeting

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

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

TOPIC: SPEED DATING WITH AFFILIATES AND AREA INDUSTRY EXPERTS



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



Membership Meeting Registration—May 14, 2025

NAME (PRINT PLEASE) Please respond by May 8th

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