



The Real Scene

ROCK-GREEN REALTORS® Association, Inc.

www.RockGreenRealtors.Homes

A word from your President

Jennifer Moran

As 2024 draws to a close, I want to take a moment to reflect on our successes, challenges and growth we've experienced together as an organization. This year has been filled with incredible opportunities to learn, collaborate, and raise the bar for our profession.

One of the highlights of the year was the Business Planning Mastermind in November. Thank you to everyone who participated and contributed. The event was filled with actionable insights, inspiring ideas, and practical strategies to help us grow as real estate professionals. Your dedication to continuous improvement and shared success is what sets our community apart.

As we turn our focus to 2025, I am filled with optimism for what lies ahead. Together, we will build on the momentum of this year, leveraging our collective expertise to navigate market changes, serve our clients with excellence, and support one another in achieving our goals.

To close the year, I encourage each of you to take time to celebrate your accomplishments, recharge with loved ones, and set your sights on the possibilities of the year ahead. Let's step into 2025 with energy, purpose, and a commitment to elevating our profession.

Warm regards,

Jenn



INSIDE THIS ISSUE

DECEMBER 2024

	Page #	Page #	
Leadership Directory	2	Membership Updates	6
A note from your Association Exec.	2	New Orientation Schedule	6
DEADLINES, CE, LICENSE, DUES	2	Recipe	6
Important numbers	2	December Birthdays	7
Committee List	3	Have we missed your birthday	7
Rock-Green Future Events	3	Have Info Changes??	7
Holiday Schedule	3	Dates to Remember	7
New Affiliate Program (optional)	3	Upcoming Events	7
MLS CORNER	4	January Birthdays	7
Change in Entering open houses	4	Appraiser Corner	7
Days on Market explained	4	Supply Drive for Caritas	7
New Construction - Stages	4		
MLS Officers/Directors Information	4		
Rock Co. Housing Stats	5		
RPAC Corner	5		
Note from your MLS Administrator	6		
*=Inserted Page			

EXECUTIVE COMMITTEE

PRESIDENT

Jennifer Moran
815-315-1111

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

Eric Kim
884-8468 | eric_kim1987@yahoo.com

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

2

A Note from your Association Executive:

Hello everyone, 2024 will soon be a distant memory. Have you all accomplished everything you wanted? I know I have a few things on my list that need to be completed. Most importantly my focus is on all of you, our Rock-Green Members. Let me take a minute and tell you all how appreciated we are to have people like you as members. If there is anything I can do to help, please let me know. My office is always open to you.

As we are busy adjusting our committees for the new year. If you have a little time and would like to help on a committee, Please let us know. With your participation, you can help make this coming year fun and exciting for us all. We would love to see some new faces and ideas to join our already great members that work for you to bring you the best meetings and events. Do you have an idea for Great Meeting Content? Please let us know.

Do we have any members that truly like to update websites, tinker with blogs and uploading videos and those kind of projects? We could use your expertise at times. If this might interest you, and have a little time to donate,please let me know.

REMINDER: CE DEADLINE AND LICENSE RENEWAL IS DECEMBER 14

HAVE YOU COMPLETED YOUR REQUIREMENTS?

The countdown begins! You only have days until the 2024 biennium deadline.

HAVE YOU PAID YOUR ASSOCIATION ANNUAL DUES?

The on-time date was November 30 to pay your annual dues. Or, you will be assessed a \$100 late fee. Did not receive your statement in your email? Call Sue at the Association to get a copy sent to you. All the statements went out in an Email in September.

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
2024-2025 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
Deb DeWitt
Tim Shortreed
Dori Davies
Vicky Kreyer

[GOVERNMENT](#)

[AFFAIRS/RPAC](#)

Mary Gilbank-Peterson, Chair
Brenda Knighton Slatter
Jackie Borgwardt
Heidi Krenz-Buchanan
Stephanie Mawhinney
Jennifer Moran
Paul Schieldt
Macy Walter
Jacqueline Watson-Giese

[Community Involvement](#)

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

**[MEMBERSHIP/Education/
Program/Communication](#)**

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

[NOMINATION](#)

Jennifer Moran, Chair
Kassi Dixon
Tammy Cherry
Jennifer Moran
Chris Burton, Chair
Chris Burton
Rebecca Bittner

[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)
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](#)

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

[RECRUITMENT](#)

Colleen Nelson, Chair
Neil Kerwin
Andy Dongarra
Jerry Morse

[SOCIAL COMMITTEE](#)

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

[SUNSHINE](#)

Maryann Warden, Chair
Mollie Podwell

[STRAT PLAN COMMITTEE](#)

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

[CORE STANDARDS COMMITTEE](#)

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

ANNOUNCEMENTS

3

Rock-Green Future Events

SAVE THE DATES

***Feb. 25, 2025**, Membership Meeting with Michelle Laube (Janesville Assessor) and Jimsi Kuborn (Economic Development Director)

(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)

HOLIDAY SCHEDULE

Tuesday, December 24th (Christmas Eve)

Wednesday, December 25th (Christmas Day)

Tuesday December 31st (New Year's Eve)

Wednesday, January 1st (New Year's Day)

NEW AFFILIATE PROGRAM FOR 2025

We are starting a new Advertisement Opportunity for Affiliates. Receive expanded exposure with your Company logo on all signage for meetings and events and on our Website and Newsletters. Opportunity for advertising in our newsletter or on the website. You will be a Rock-Green Annual sponsor at all meetings for a year. That means no calls for every meeting asking for sponsorship. For a \$600 Annual Sponsor fee this can happen. If you would like more information, please call me at the Association office. You were also emailed an updated 3-fold brochure highlighting the new changes. Thank you all for your support!

Some Benefits of an Affiliate Membership!

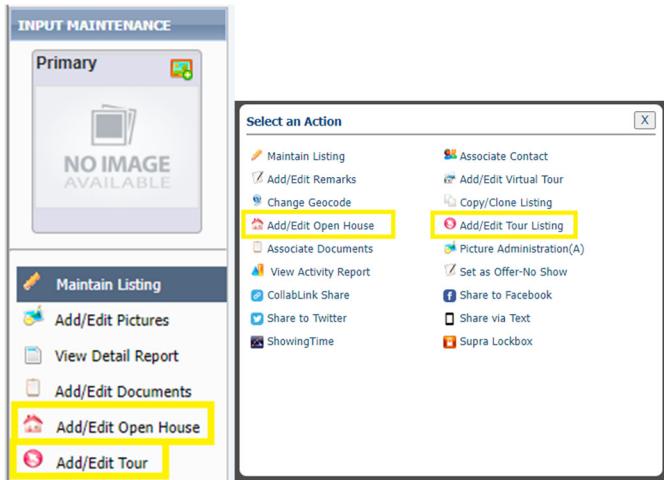
- Committee Involvement
- Educational Programs
- Sponsorship Opportunities
- An Affiliate representation on the Rock-Green REALTORS® Association Board of Directors.
- Contact Info. On our Website
- Networking Opportunities
- Opportunity to place your promotional materials/swag in our New Member Packets at Orientation
- Advertisement Opportunities in "*The Real Scene*" (monthly)
- Opportunity to represent your company at our New Member Orientation classes.

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:

*** Change in Entering Open Houses (Effective 11/5)

On Tuesday, 11/5, we enhanced how open houses and broker opens are entered and searched for within Paragon. In short, you will now add open houses and broker opens (tours) from the listing input & maintenance screen or from the Select an Action menu:



This enhancement will:

- Allow you to enter more than two open houses at a time
- Allow you to take advantage of open house alerts to consumers via Collaboration Center
- Put all upcoming open houses and broker opens front and center via the home page Market Monitor
- Streamline workflow and allow downstream vendors easier and more uniform access to open house data (all vendors were notified of changes on 10/11)

Active open houses have been automatically moved to the new Open House module, so there is no need to re-enter what is already in Paragon. **There is a link in Paragon for detailed instructions.**

*** Days on market Explained

There are two types of days on market (DOM) counts in the MLS:

- DOM** = the number of days an individual MLS # has been actively marketed (Active, Offer-Bump, or Offer-Show status). The DOM resets each time a new MLS # is entered.
- CDOM** = the **cumulative** number of days a property has been actively marketed. This includes the DOM from previous MLS #s. The CDOM will only reset if a property is off-market for at least 31 days between listings.

A few notes:

- To ensure a DOM count of 0, a listing must be entered **on** the list date.
- Days on market do not accumulate while a listing is in Delayed, Withdrawn by Seller, or Offer-No Show status.
- In order to enter a new MLS #, a new listing contract must be secured (an amendment does not suffice).

*** New Construction-Stages of Completion

The Type feature pick list contains three distinct stages for properties that are under construction or newly built:

- Building Plan with Lot** = Proposed home is not yet started. Building plans are allowed on the MLS only if they include land with the sale, and only one building plan per lot may be entered. If there are additional floorplan or finish options, these can be noted in the remarks.
- Under Construction** = Hole has been dug & construction is underway. The estimated date of completion (or stage of completion at the time of listing) is required in the first line of the public remarks.
- New/Never Occupied** = New home is completed & move-in ready. A photo of the front exterior of the home is required at this stage.

It is important to update the feature as a home moves from plan, through construction, to finish. If you add upgrades or finish more square footage than the original listing states, please adjust the price and applicable fields/features in the MLS to reflect these changes. We often see the sale price several thousand dollars more than the list price due to additions/upgrades, which makes it difficult to use these sales for appraisals and CMAs.

MLS Officers/Directors

Chris Burton, President

Phone: 608-758-9779

burtonc@firstweber.com

Rebecca Bittner, Treasurer

Phone: 608-741-1000

rebecca@bittner@gmail.com

Ben Rein, Secretary

Phone: 608-295-7917

benreinrealty@gmail.com

Roz Voegeli

Phone: 608-931-7244

voegelir@yahoo.com

Teresa Skridla

Phone: 608-365-1481

teresaskridla@c21affiliated.com

Shelly Cronin

Phone: 608-207-9120

scronin@c21affiliated.com

Julie Budrow

Phone: 608-921-8378

budrowj@firstweber.com

Ted Jappert

Phone: 608-290-7260

tedjappert@gmail.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



Rock County Housing Statistics

Madison, WI—October home sales rebounded after falling in September. Compared to October 2023, existing home sales rose 3.5%. Strong demand and tight supply continued to put upward pressure on the median price, which rose 10.7% to \$310,000 over that same 12-month period. On a year-to-date basis, closed sales rose 4.1% relative to the first 10 months of 2023, and the median price rose 8% to \$310,000.

Inventories improved across all urban-rural classifications, but they remain tightest in the state's metropolitan counties, which had just 3.4 months of supply in October. In contrast, micropolitan counties, which include smaller cities and towns, had 4.2 months of supply, and counties classified as rural had 4.9 months of supply.

The state remains a seller's market and would have needed 12,720 additional listings in October to reach a balanced market characterized by six months of supply.

Although mortgage rates did improve over the last 12 months, the spike in median prices and the tepid growth in median family income over the last year led to very little improvement in affordability. The Wisconsin Housing Affordability Index rose just 1.6% since October 2023.

Inventories have improved due in part to the spike in listings recorded in October. New listings rose 8.6% compared to a year earlier, which pushed total listings up 8% over October 2023.

Mary Jo Bowe, 2024 Chair of the WRA Board of Directors, **MORTGAGE RATE CONCERNS**: “It's good to see mortgage rates below the peak from a year ago, but it was disappointing to see them rise a quarter point in October. Unfortunately, spikes in mortgage rates keep both buyers and sellers of existing homes sidelined.”

Tom Larson, WRA President and CEO tells us, **INVENTORY IMPROVEMENTS**: “We've had consistent improvement in our listings beginning in November of last year, and the uptick in both new listings and total listings in October was a good sign. Although months of inventory are tightest in our large cities, they are getting closer to being balanced in Wisconsin's smaller urban areas and rural communities.”

Dave Clark, Marquette University Economist and WRA Consultant, **EXPLAINING RECENT MORTGAGE RATE INCREASES**: “Although the Fed has now lowered the short-term federal funds rate by 75 basis points, the 30-year-fixed-rate mortgage moved in the opposite direction in October. Mortgages tend to track the 10-year treasury yield more closely than short-term interest rates, and those

Treasury yields have been increasing since mid-September. Uncertainty about future economic growth can contribute to changes in the Treasury yield. Now that the national elections have been settled, hopefully this leads to less uncertainty, lower Treasury yields and lower mortgage rates.”

Rock County Housing Statistics—The median price for October 2024 is \$260,000 and for the month of October in 2023 it was \$250,000 that was a +4.0% change and the **Sales** for October 2024 is 185 and October of 2023 was 198 that was an decrease of -6.6%. In October of 2024 there was 3.4 months of **inventory** and in October of 2023 there was 3.3 that was a +3% change. Average **days on the market** in October of 2024 was 73 and October of 2023 was 64 that was a +14.1% change.

Statewide Housing Statistics—The median price through October 2024 is \$310,000 and through October of 2023 it was \$280,000 that was an increase of +10.7%. The sales through October of 2024 is 6,282 and through October of 2023 was 6,069 and that was a +3.5% 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.

RPAC CORNER



2024 LEGISLATIVE WRAP-UP

- Addressed discriminatory covenants and deed restrictions.
- Secured the MLS sales tax exemption.
- Mitigated REALTOR® risk, boosted consumer transparency and elevated practice standards.
- Created tools to boost growth in Great Lakes communities.
- Held the line on property taxes.
- Closed the foreclosure equity theft loophole.

REALTOR® & GOVERNMENT DAY 2025

APRIL 17, 2025

MONONA TERRACE, MADISON, WI

Mark your calendars and plan on joining us for a trip to Madison, WI. Once again, we are hoping to have a bus trip to R & G Day 2025. Please let us know if you would be interested in taking that trip with us. We will have lunch on the bus and WRA usually has an awesome display of heavy appetizers, carving stations and a display of desserts waiting for us after our trip to the Capitol.

Wishing all December 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.



December happenings: 7th, Pearl Harbor Day, 12th, MLS Board Meeting, 15th Full Moon, 19th BOD meeting, 21st Winter Begins, 24th Christmas Eve (office closed), 25th Christmas (office closed), 31st New Years Eve (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!

Members Leaving:

Debra Doiel, Zuelke Real Estate Team
Jim Oberg, Coldwell Banker The Realty Group

New Members:

Israel Popoola, Keller Williams Realty Signature
Kailey Nelson, Berkshire Hathaway Starck Real Estate

**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

February 7 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**Holiday Hens**

6 Rock Cornish hens
3 T. butter
Salt & pepper

Rinse and pat dry hens; season inside and out. Stuff and brush with melted butter. Bake at 375° for 50 to 60 minutes. After 20 minutes, baste with Cumberland Sauce. Yield: 6 servings

WALNUT-RAISIN-RICE STUFFING:

3 T. butter
1 rib celery, chopped
3 c. cooked rice
1/4 c. raisins
1/4 c. walnut pieces
2 T. chopped parsley
Salt & pepper
1 1/2 tsp. grated orange rind
1 med. onion, chopped

Sauté onion and celery until they just begin to brown. Add rice and stir. Remove from heat and add rest of ingredients. Stuff hens.

CUMBERLAND SAUCE:

Grated rind and juice of 1 orange & 1 lemon
1/2 c. red currant jelly
1/2 c. red wine
1 1/2 T cornstarch
1/2 c. cold water
1/2 tsp. dry mustard
1/8 tsp. ginger

Combine rinds, jelly and wine in saucepan; bring to a boil. Stir cornstarch with cold water; add to mixture in pan. Stir until it boils. Adds juices and seasonings. Use to glaze and serve the rest as a sauce. Yield; about 2 cups.

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

DECEMBER BIRTHDAYS

3	John Mansur
	Taje Casey
5	Kimberly Disch
11	Bobbi Jo Stanton
12	Bradley Marinelli
	Nicole Clift
13	Aaron Dobbs
14	Larry Niquet
	Deborah Cappello
15	Janice Snippen
	Marianne Walker
16	Konya Schuh
	Bonnie Collins
17	Erica Nenno
18	Sherri Shaw
22	Timothy Shortreed
29	Deb DeWitt
30	Gretchen Kingsley
	Stephanie Mawhinney
31	Mary Adamson

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

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. **BY DECEMBER 14**



**REMEMBER TO RENEW
YOUR LICENSES
DEADLINE: DEC 14**



DATES TO REMEMBER

7

DECEMBER 2024

Dec. 12, MLS B.O.D. meeting Assoc. office 9 a.m.
Dec. 19, Assoc. B.O.D. meeting, Assoc. Office 9 A.M.
Dec. 24-25, Assoc Office closed for Christmas
Dec. 31, Assoc Office closed for New Year's Eve

UPCOMING EVENTS 2025

Jan. 1, Assoc Office closed for New Year's Day
Jan. 16, Assoc. B.O.D. meeting, Assoc. Office 9 A.M.

JANUARY BIRTHDAYS

3	Rachel Larsen	21	Angelica Figueroa
4	Cynthia Briggs	22	Jim Reilly
	Joseph Sarow	23	Jordan Zwickl
10	Caitlin Schmidt		Kassandra Dixon
11	Janine Birkhimer		Briana Skog
	Kenneth Pizzurro	24	Beth Hanthorn
12	Carol Thiel	25	Macy Walter
16	Jason Sheridan	26	Julie Raese
17	Preston Coutts	29	Melani Phillips
	William Perkins		Jackie Bjorgwardt
19	Tony Dransfield		
20	Colleen Nelson		
	Kyle Carrier		

Feb. 25, Membership Meeting, The Barn on Prairie, 9 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 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



2024 SUPPLY DRIVE FOR CARITAS

Thank you all that helped with the Supply Drive for Caritas, it was a great success. The winners for the pizza party for the most items donated is, FCCU, Willowbrook location.

Congratulations. There was 5 of those carts (picture to the left) that was filled and donated. Great Job!