

The WWBR News & Views

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Issue No. 7

Professionals Dedicated to Progress

July 12, 2019

2019 Board of Directors

Amy Wilson
President

Roger Kopernik
Vice President

Peter (Bill) Whyte
Secretary/Treasurer

Cory McMurphy
Director

Cheryl Schlehuder
Director

Carol Steiger
Director

Denny Tryban
Director

Kathie Parks
Director

Leslie Burroughs
Director

BOARD STAFF

[Jeannie Rizzardi](#)
Association Executive

[Gracie Goddard](#)
Executive Assistant

[Julie Hull](#)
MLS Specialist

NEW MEMBER APPLICATIONS:

Claudia Linares – REO Alpena

NEW AFFILIATE APPLICATION:

Hawkeye Home Inspections – Bob Baur

WELCOME NEW MEMBERS:

EXIT Waterway Realty
Gary Hollingsworth – Banner Realty
Susan Stephens – Huston Real Estate
Nathan Willett – BHHS Gaylord

TRANSFERS:

Rachel Galer to REO Presque Isle
Patty Murphy to Alpine Realty Group
Lee Anne Scharffe to EXIT Waterway Realty
Darcy Scott to Re/Max New Horizons

DECEASED:

John Brown – REO Up North

DROPS:

Theresa Cole – Exit Realty Premier
Karie Jeisel – CB Fairbairn

2019 WWBR REALTOR® & AFFILIATE OF THE YEAR

Nominations due by July 15th, 2019

- REALTOR of the Year [Nomination Form](#).
- Affiliate of the Year [Nomination Form](#).

Email nominations to Jeannie at:
board@waterwonderlandboard.com

FlexMLS Form Adds/Changes Requests

Please send requests for additional lakes, rivers, etc to:

board@waterwonderlandboard.com by Monday July 15th, 2019.

2019 Backpack Program

FILL A BACKPACK to help local needy kids start the school year! Contact the Board office for a suggested shopping list of supplies and snacks to go in your backpacks.



Pick Up at Offices Will Be:

AUGUST 7th – CHEBOYGAN, MACKINAC, EMMETT COUNTIES

AUGUST 8th – OTSEGO, CRAWFORD, ANTRIM, MONTMORENCY & OSCODA COUNTIES

AUGUST 9th – PRESQUE ISLE, ALPENA, ALCONA COUNTIES

Email: mls@waterwonderlandboard.com by Tuesday, August 6th, 2019

SAVE THE DATE WWBR's Annual Golf Outing



DATE: Thursday, September 12th, 2019

We are looking for Hole Sponsors!

We offer two categories of Hole Sponsorship:

Proximity Hole Sponsor = \$150.00

Includes: one dinner, hole signage, vendor table.

Hole Sponsor = \$100.00

Includes: Hole Signage

If you would like to sponsor a hole, [CLICK HERE](#) to complete the sponsorship form and return to:

mls@waterwonderlandboard.com by August 30th, 2019

SOCIAL MEDIA COMPLIANCE WITH THE CODE AND STATE ADVERTISING LAW REMINDER

In recent months, the board has been receiving complaints from members that some agents advertising on social media are not identifying which firm they belong to. We want to remind members of the licensing law and keeping compliant. While Social media tools may appear to provide a more informal way of presenting listing data, ads posted to Facebook are subject to the same advertising standards as those that appear in print. When putting listings on social platforms, REALTORS® have a responsibility to identify themselves as real estate professionals and to show their company affiliation. Many agents assume that displaying a picture of their brokerage on the backdrop of their Facebook business page takes care of Code compliance, but that alone is not sufficient to meet the standard; Backdrop images don't show up in Facebook newsfeeds, so individual postings must include the brokerage name. REALTORS® must properly identify themselves as REALTORS®, licensees, and real estate professionals and identify their company name. Common posts such as "just listed, 123 Main Street" with a description of the listing do not alone make it clear that the person posting is a real estate professional. Any advertisement of real estate services or of listed property must disclose the name of the REALTORS® firm "in a reasonable and readily apparent manner". Exceptions are abbreviated formats, such as thumbnails, text messages, and tweets, as long as there in a [link](#) back to a display of the REALTORS® full information.

In flexmls, you can easily post **YOUR** listing to Facebook or Twitter by simply clicking SHARE, but before you click Post or Tweet, you will need to add some details to be in compliance with the Code of Ethics and State Licensing Law.

Please see our [Social Media Best Practice Guide](#) for your review.

RESIDENTIAL SOLD INFORMATION FOR JUNE

COUNTIES	SALES		VOLUME		AVG. SALES		MEDIAN SALES	
	2018	2019	2018	2019	2018	2019	2018	2019
Alcona	3	8	751,000	997,445	250,333	124,680	300,000	115,950
Alpena	41	44	4,163,450	5,156,500	101,547	117,193	98,000	91,000
Antrim	4	0	504,000	0	126,000	0	130,500	0
Cheboygan	54	46	10,039,181	9,919,800	185,910	215,647	117,500	167,500
Chippewa	0	0	0	0	0	0	0	0
Crawford	27	23	3,534,001	3,413,500	130,888	148,413	109,500	132,900
Mackinac	5	8	585,000	1,528,000	117,000	191,000	110,000	153,000
Montmorency	12	16	1,256,800	1,712,650	104,733	107,040	65,500	91,000
Oscoda	18	20	1,551,400	1,348,700	86,188	67,435	71,750	67,700
Otsego	42	49	7,535,851	8,700,125	179,425	177,553	148,500	163,000
Presque Isle	20	13	2,803,592	2,320,611	140,179	178,508	97,250	149,500



MICHIGAN REALTORS®

THE CONVENTION

Detroit Marriott at the Renaissance Center • Oct 2-4, 2019

[REGISTER HERE](#)

**2019 REALTORS®
CONFERENCE & EXPO
SAN FRANCISCO**
CONFERENCE NOV 8-11 | EXPO NOV 8-10

The REALTORS® Conference & Expo is the largest annual event for the most successful real estate professionals.

[REGISTER HERE](#)