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Issue No. 4

Professionals Dedicated to Progress

April 25, 2022

2022 Board of Directors

Denny Tryban
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Vice President

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Director

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Director

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Director

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Director

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Director

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Director

BOARD STAFF

Jeannie Rizzardì
Association Executive

Gracie Goddard
Executive Assistant

Cathy Landry
MLS Specialist



NEW MEMBER APPLICATIONS:

Jimmy Abend – Re/Max New Horizons
Carla Cordonnier-Smith – EXP Realty
Keahna DePauw – Real Estate One Indian River
David Harris – State Wide Real Estate Mio
Anne Marie Honeysette – CB Fairbairn Realty

WELCOME NEW MEMBERS:

Walea Britton – C21 Houghton Lake
Laurie Dickson – REO Gladwin
Jill Frye-Contreras – BHHS Saginaw
Dennis Field – Keller Williams Kalamazoo
Kimberley Gibbs – Premier Waterfront Realty

TRANSFERS:

Bill Clark to Coldwell Banker Higgins Lake

DROPS:

Ashley Skutt – CB Houghton Lake
Melanie Smith – Forty-Five North Real Estate

DECEASED:

Thomas Galbraith – State Wide Real Estate Mio



2022 SCHOLARSHIP APPLICATION

Applications due on Friday, May 13th, 2022

Click [HERE](#) for the criteria.

Fax to: 989-732-8231 or
Email to: board@waterwonderlandboard.com

2022 REALTOR® OF THE YEAR & AFFILIATE OF THE YEAR NOMINATIONS

- To nominate one of your fellow REALTORS® who you believe has expended in the interest of their profession and to acknowledge their leadership qualities of our local, state and national associations, fill out the [Nomination Form](#).
- To nominate a WWBR Affiliate member who you feel has made outstanding contributions to their industry, fill out the [Nomination Form](#).

All nominations due to the WWBR Board Office by July 15th, 2022

WATER WONDERLAND BOARD OF REALTORS AWARDS MICHELLE GURZYNSKI AS THE 2022 GOOD NEIGHBOR AWARD RECIPIENT

The Water Wonderland Board of Realtors recognized and awarded Michelle Gurzynski as their 2022 Good Neighbor Award Recipient.

Michelle, a REALTOR® previously with Coldwell Banker Schmidt Houghton Lake, and now with Exit Realty Premier of Cheboygan, was recognized and earned this prestigious award for all her extraordinary commitment to the Roscommon 4H Interstate Exchange Program.

Congratulations to Michelle Gurzynski, our 2022 Water Wonderland Board REALTORS® Good Neighbor Award Recipient



MLS Corner

At the MLS Board Meeting last week, the MLS Board reviewed the MLS Guidelines & Procedures that went in effect on April 1st, 2022, after hearing concerns from many members. The main concern was on unfinished square footage and the non-reporting of it in total square footage. They have addressed these concerns and voted to revise their guidelines and procedures which you will find [HERE](#). For those listings that may have been affected by the earlier guideline, you may go back and revise the square footage.



Discrimination in the real estate industry is real and ongoing. You, as community leaders, have the opportunity to be a part of the transformative solution, providing equal services to all. April is Fair Housing Month and a great time to affirm you're helping to build thriving, inclusive communities. Fair housing impacts all members, all markets, and all neighborhoods. Check yourself, Educate yourself. Hold yourself accountable, Because That's Who We R@!

Here is a short Video with practical tips to ensure your advertising does not violate fair housing laws:
<https://www.nar.realtor/videos/window-to-the-law/advertising-fair-housing-framework>

Let's Make Unfair Housing History!

SOCIAL MEDIA ADVERTISING



Advertising on social media sites can attract attention and clients, but if you're not following licensing laws and the code of ethics, it can also bring you Trouble. In the past few months, we have seen many agents posting blind ads on Facebook. Under the advertising rules, that have been in place for decades, all real estate advertising must include the licensed name of the employing broker. This requires that a broker use the name on file with the Department of Licensing and Regulatory Affairs (hereafter referred to as "the Department"). It is important to note that the broker's logo or franchise name is not sufficient. However, if the broker has an assumed name on file with the Department, the broker can advertise in that name. In addition to the broker's name, the advertising must include either the broker's telephone number or street address.

In reference to a possible Code of Ethics violation, do not share, retweet, or forward someone else's listing on social media, unless you have written consent from the listing agent. If you don't receive permission from the listing agent, this could be in violation of Article 12 in the Code of Ethics. Regardless of the social media you are using, **any post-type-advertisement for your listing must clearly include your name, brokerage firm, brokerage address OR brokerage phone number** to ensure you are in compliance with the Code of Ethics and State License Law.

[LINK TO SOCIAL MEDIA BEST PRACTICE GUIDE](#)

RESIDENTIAL SOLD INFORMATION FOR MARCH

COUNTIES	SALES		VOLUME		AVG. SALES		MEDIAN SALES	
	2021	2022	2021	2022	2021	2022	2021	2022
Alcona	7	5	621,800	1,163,500	88,828	232,700	75,000	220,000
Alpena	35	24	4,298,700	3,354,402	122,820	139,766	121,500	134,676
Antrim	6	1	1,000,000	570,000	166,666	570,000	142,500	570,000
Cheboygan	28	20	5,543,400	6,214,850	197,978	310,742	175,000	236,250
Chippewa	3	0	397,100	0	132,366	0	130,000	0
Crawford	14	21	2,622,173	3,578,825	187,298	170,420	109,150	140,000
Mackinac	3	1	334,000	120,000	111,333	120,000	119,000	120,000
Missaukee	0	0	0	0	0	0	0	0
Montmorency	7	10	647,400	1,701,800	92,485	170,180	82,000	196,000
Oscoda	15	11	1,906,800	1,358,200	127,120	123,472	95,000	132,900
Otsego	33	25	5,466,410	5,412,500	165,648	216,500	155,000	225,000
Presque Isle	11	10	1,545,500	1,836,200	140,500	183,620	118,500	134,000
Roscommon	53	44	9,003,850	8,844,272	169,883	201,006	123,000	149,500
Wexford	1	0	64,500	0	64,500	0	64,500	0