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Issue No. 1

Professionals Dedicated to Progress

January 24, 2020

2020 Board of Directors

Roger Kopernik
President

Denny Tryban
Vice President

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Director

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Director

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Director

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Director

Kathie Parks
Director

Leslie Burroughs
Director

BOARD STAFF

[Jeannie Rizzardi](#)
Association Executive

[Gracie Goddard](#)
Executive Assistant

[Julie Hull](#)
MLS Specialist



NEW MEMBER APPLICATIONS:

Heart of Up North Realty - Mary Becker
Cindy Hanes – Exit Waterway
David Jelonek – CB Schmidt Gaylord
Ginny McClarren – Evergreen Home Realty
Gerald Stanley – EXP Realty

WELCOME NEW MEMBERS:

James (Jim) Badgero – EXP Realty
JW Forman Properties – Wendie Forman

TRANSFERS:

Keith Lester to Timbertown Real Estate
C21 Up North to C21 Northland of Gaylord

DROPS:

Sara Andre – Re/Max Grayling
Martin Babich – C21 Northeast Realty
Connie Cook – C21 Northland
Doug Fopma – C21 Northland - Gaylord
Arla Gilbert – Eagle North Real Estate
Mary Hamilton – C21 Northland
Agnes Klemens – State Wide Alpena
Steven Klemens – State Wide Alpena
Rose Newton – Alpine Realty Group
Jessica Searles – CB Fairbairn
Randy Thompson – C21 Northland
Eagle North Real Estate
State Wide Real Estate of Alpena

FLEX FIELD ADD/CHANGES (Lakes, Rivers, Features, Etc.)

Please email your requests for any field adds/changes to Jeannie:
board@waterwonderlandboard.com
by Feb.17th.

COMMITTEE MEMBERS NEEDED

The Water Wonderland Board of REALTORS® is looking for members to serve on the following committees: Professional Standards, Grievance, Education, RPAC, and Golf Outing.

Email Jeannie:

board@waterwonderlandboard.com

THE MASTER LOCK COMPANY

The Water Wonderland MLS Board of Directors has decided to offer our members a lockbox system that has the features you have asked for. Master Lock Vault Enterprise Solution integrates industry-leading software and Bluetooth® enabled lock Boxes to provide a simple and convenient way to grant access and improve security, while eliminating long-term contract and ongoing fees. As a bonus, Master Lock works exclusively with our Showingtime system. [How it works!](#)

COST per lockbox is \$130, which includes the Showingtime Activation Fee waived if ordered before 3/30/20. Once purchased there is **no other fee/charge**. We know this cost per lock box is a big upfront cost, so the board is offering a second option of **Financing them** for a 24-month period charging \$6.25 per lock box, billed monthly on the MLS Bill. Only Brokers can finance, NOT individual agents. The Brokerage firm would own the lock boxes at the end of the 24-month. [F+Q's](#)

If you are interested, please fill out either the order or finance form below and return by fax (989) 732-8231 or email:
board@waterwonderlandboard.com

[LOCK BOX ORDER FORM](#) OR [LOCK BOX FINANCE FORM](#)

SAVE THE DATE

- **Thursday, March 12th, 2020:** Chili Cook Off & Two-Hour Legal CE
- **Thursday, April 16th, 2020:** New Member Orientation
- **Friday, April 17th, 2020:** 6 Hour Legal CE with Gwen Besner
- **Thursday, April 30th, 2020:** 6 Hour CE & Code of Ethics with Peter Banwell
- **Friday, May 1st, 2020:** 6 Hour CE & Code of Ethics with Peter Banwell

Flyers will be sent out next week!

Pre-Licensing Class

Blue Water Real Estate School is offering personalized real estate pre-licensing class on the following dates: 03/23/2020 to 03/27/2020

Pre-register at <https://bluewaterrealestateschool.com/>. Class will be held at the University Center of Gaylord located at 80 Livingston Blvd., Gaylord, MI 49735. Class will be from 8:30 am to 4:30 pm. Cost is \$285.00.

2020 Vision: Using RPR For Success In The New Year

As we look to 2020, many REALTORS® are focusing on fresh starts and clean slates.

RPR can help you do it. Let's make a plan to tackle 2020 by taking a look back at some articles you may have missed in 2019. These "how-to's", guides and tips can help you get the most out of RPR and help you on your way to professional growth, continued success and more satisfied clients.

- **Direct mail strategies:** did you download the [REALTORS® Guide To Mastering Direct Mail](#)? It's a comprehensive, start-to-finish eBook from RPR that can help you create campaigns that get results.
- **Open house tactics:** The RPR [A-Z Open House Tips](#) dives deep into the before, during and after of a successful open house strategy.
- **Impress your clients:** The must-read [Using RPR To "Wow" Your Clients](#) gives real world examples of how REALTORS® are using RPR to "wow" their clients and close more deals.
- **Big benefits:** Access to RPR, the best property data tool in the biz, is included in your NAR annual dues. Know a fellow member who doesn't know about RPR? Send them this: [RPR: Your No-Cost NAR Member Benefit](#)
- **Farm for leads:** you can get a lot more than basic property info from RPR. You can do specialized searches to zero-in on prospects and leads. Check out [Find Your Next Listing With These Geographic Farming Techniques](#).

Good luck in everything you set out to accomplish in the New Year!. RPR will be there with you, every step of the way, with tips, articles, videos and more.



RULE REMINDERS:

- **Statistical Ad Policy:** Any Statistical Ad that uses the Water Wonder MLS data must be approved by the WWBR Office before it is published. Any violation is subject to penalty. All Statistical Ads must be sent to Jeanie for approval at: board@waterwonderlandboard.com
- **ALL Listing Agreements; Exclusive Right to Sell, One Party, Non-MLS, MUST be submitted to the MLS office** within 3 business days (72 hours) of the date on the contract. All listing agreements that are received past 3 business days, are subject to our late fee structure. (See the [Water Wonderland Policy and Procedure](#) for late fee structure).
- **Coming Soon Listings MUST have Pre-Marketing Addendum** completed and signed by the seller(s). We cannot change the status of an active listing to coming soon. Make sure to select "Coming Soon" under the status when entering the listing. It will default to active if not selected.
- **SOCIAL MEDIA COMPLIANCE WITH THE CODE AND STATE ADVERTISING LAW REMINDER:** While Social media tools 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. REALTORS® must properly identify themselves as REALTORS®, licensees, and real estate professionals and identify their company name. 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". 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.

(See our [Social Media Best Practice Guide](#))

RESIDENTIAL SOLD INFORMATION FOR DECEMBER

COUNTIES	SALES		VOLUME		AVG. SALES		MEDIAN SALES	
	2018	2019	2018	2019	2018	2019	2018	2019
Alcona	6	8	1,012,500	996,900	168,750	124,612	171,750	89,950
Alpena	31	37	2,953,600	4,213,550	95,277	113,879	90,000	107,000
Antrim	6	5	571,400	662,000	95,233	132,400	90,950	129,500
Cheboygan	26	34	6,204,057	6,775,695	238,617	199,285	149,750	138,000
Chippewa	1	0	79,000	0	79,000	0	79,000	0
Crawford	15	16	1,580,400	2,123,400	105,360	132,712	110,000	121,750
Mackinac	4	1	358,000	78,500	89,500	78,500	97,500	78,500
Montmorency	9	8	728,800	1,072,000	80,977	134,000	71,000	117,750
Oscoda	11	11	870,250	1,590,500	79,113	144,590	60,500	95,000
Otsego	32	49	4,769,411	7,486,680	149,044	152,789	111,000	140,000
Presque Isle	9	12	1,120,400	1,382,000	124,488	115,166	80,000	82,500