



June, 2021



PRESIDENT'S MESSAGE

*"Sleep is for people who don't have access to the MLS.",
The Lighter Side of Real Estate*

A year ago in May of 2020, we were all thinking the same thing – when will things begin to resemble some form of normalcy? A walk in downtown Jefferson or a stroll through Riverside Park in Watertown; lunch at Amado's or dinner at Smokehouse 88 in Fort – one might forget that we are reeling from one of the most 'unique' times in modern history. The masks have come off and subsequently, the stock of cosmetic products was one of the hottest things on Wall Street last week. No kidding.

The housing market is far from normal however. While the pandemic took its toll on many aspects of life here in Jefferson County, the Real Estate market remains an anomaly to that. I say what few Realtors don't all ready know: consistently low inventory is driving up prices and initiating bidding wars among Buyers. Low interest rates add fuel to an all ready burning inferno. Millennials are the fastest growing demographic of Buyer, exponentially surpassing every other category of Buyer in the market. Substantial college debt which more and more Millennials are finally beginning to pay off may account for the significant increase in Millennial activity in the market. Many are getting married. And Millennials, just like every generation before them will do things a little bit different.

According to NAR, the average age of a Realtor is 54. The average age of a Realtor entirely new to the industry: 42. Freshening up on just how this new Millennial Buyer searches for a home would help any of us 'old timers' better serve our younger Clients. Here is a stark statistic: as early as 2007, 55% of Buyers found out about a property either through their Realtor, a newspaper ad or front yard sign. In 2020 – only 25% of Millennial Buyers say their Realtor told them about the property they eventually purchased. Less than 7% of Buyers of any age acquired their home by first seeing a front yard sign.

Board of Directors

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Election Results

CONGRATULATIONS TO THE 2021-2022 JCBR Board of Directors

On May 1st an email ballot was sent to the entire membership announcing members who committed to run for the Board. The email also asked for anyone who may be interested in putting their hat in the ring. We did not receive any response. Therefore the following members were elected:

ABE YANKO, PRESIDENT
CHRIS NASH, VICE PRESIDENT
JO LARSON, SECRETARY/TREASURER
KYLER KABAT, AFFILIATED DIRECTOR

All other directors are returning to complete their term: Kathy Zimmermann, JD Kincaid, Corrine Taylor, Bruce Fuller.

We want to thank Dani Hartwig for her years of service on our board as director & President.

JUNE Birthdays

Mike Foerster	6
Tom Stade	9
Jennifer Dullere	15
Patti Jo Craig	17
Jim Buchta	21
Kelli Hetts	26
Barb Nahmens	27
Joanne Reuhl	27
Josephine Lindberg	29



If you would like your birthday listed so you can receive Cheers from your fellow REALTORS, please email the board office. Just the month and date is needed.

Realtor Safety Reminder

An advertisement for the Realtor Safety Program. At the top, it says "NATIONAL ASSOCIATION of REALTORS®". Below that is the "REALTOR SAFETY PROGRAM" logo, which features a stylized blue and red shape. The background shows a hand holding a smartphone with various app icons floating around it. The main text reads: "Invest in a secure hotspot. Wireless hotspots are great for traveling to rural properties where cell reception and Wi-Fi can be very limited." Below this, it says "This tip brought to you by The REALTORS® Land Institute." At the bottom, it says "FOR MORE SAFETY TIPS FROM NAR, VISIT www.NAR.realtor/Safety".

NATIONAL ASSOCIATION of REALTORS®

REALTOR SAFETY PROGRAM

Invest in a secure hotspot. Wireless hotspots are great for traveling to rural properties where cell reception and Wi-Fi can be very limited.

This tip brought to you by The REALTORS® Land Institute.

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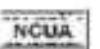
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PRESIDENT’S MESSAGE

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We often say that it’s a Seller’s market – driven by lower inventory than Buyer demand. And we would be right in saying so. But there is an amazing difference in the way the average Seller approaches the market and the average Millennial Buyer does. The average age of the first time Wisconsin home Buyer is 33 years old – the average Seller: 56! So there is a difference in the real estate transaction philosophy as well, which might add to the Seller vs Buyer market...something to take into account as we officially kick off the Summer Season!

June is my favorite month to be out showing Real Estate. Summer has finally dug its heels in and seems to be staying for a while, the rainy skies of Winter have given way to the Bluebird skies of Summer – everyone seems to be in a better mood. We don’t need to use the flashlights on our phones to punch in a lockbox code at 4:45 in the afternoon and properties show with their true potential with nicely mowed lawns and the smell of fresh mulch.

I wish everyone the best of luck as the season gets into full swing, as we exercise our professionalism and expertise to best serve our Clients!

Abe Yanko, President



ARE YOU A GOLFER?

WOULD YOU BE INTERESTED IN JOINING YOUR FELLOW REALTORS and AFFILIATES FOR A GOOD, OLD FASHIONED GOLF OUTING? IF INTERESTED, LET US KNOW SO YOUR DIRECTORS CAN MAKE PLANS FOR AN AWESOME EVENT.

ORIENTATION



Due to the Coronavirus, we have cancelled our in person orientation classes for the remainder of the year. If you need to take the orientation class, please email michelle@gmar.com for instructions on how to do this online.



VISIT OUR WEBSITE
WWW.MYJCBR.ORG



REALTORS' ASSOCIATION OF SOUTH CENTRAL WISCONSIN

Due to the Coronavirus, orientation is still being done virtually in two steps.

1. Go to NAR site and complete the NAR NEW 3 member Ethics Training
2. Attend a virtual session that they hold. The 3 scheduled dates are as follows:
March 26

All sessions run from 9AM to 12PM

If you have any questions, please contact Beth Fletcher at 608 240-2800



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