



AUGUST, 2021



PRESIDENT'S MESSAGE

The dog days of Summer are here. The humid, sultry evenings in August call for a Lavender Iced Tea on the deck – I send out a post card recipe to my Sellers and Buyers every August. No complaints yet.

August seems to be the month of Golfing Outings too. From local Chambers to Charity Outings, this is definitely golfing weather. The Jefferson County Board of Realtor's Golf Outing is August 12th at Spring Creek Golf Course – a relaxed, par three course just outside of Jefferson. It will be the first in-person Member Event since March 2020. The interest level was extraordinary, nearly double the historical attendance to similar past events. It will be great to see those who signed up!

Last week I ran into a friend and Realtor who works the Milwaukee Metro Area. She told me something she said had surprised her – of her Sellers in 2021 so far, nearly half had sold their homes in Milwaukee County to move to Jefferson County. We Realtors here probably all ready knew that. The year 2020, combined with more and more people's ability to work remotely has spurred an exodus all over the United States, with people moving from major metropolitan areas to more rural areas. A recent 2020 statistic states that over a third of Jefferson County residents work for companies based outside the county limits – in Dane, Waukesha, Rock or Milwaukee counties. And that doesn't yet include 2021 data. A US Census and MBS study finds that the median household income in Jefferson County now exceeds the national average by 25%. The average home price in Jefferson County hovers at \$225,950 – with a five year appreciation forecast of 21%! With all this said, Jefferson County still remains a tight knit group of Real Estate professionals working for the betterment of the real estate industry, homeowners, buyers, sellers and the community as a whole - as Realtors, we certainly do practice our profession is a very dynamic and changing time!

August is one of my favorite months to work Real Estate! So I hope everyone shares in my excitement as we roll into the 'dog days' and the waning weeks of this warm August weather . We'll see you out there!
Abe, JC BR President

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TAKE
PROFESSIONALISM
TO THE
NEXT
LEVEL

AUGUST Birthdays

Laura Staude Flood 20



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

REALTOR® SAFETY TIPS

Amid COVID-19, propose alternative marketing opportunities for your sellers' consideration, such as video tours and other methods to virtually tour a property.

Learn more at [NAR.realtor/safety](https://www.nar.com/resources/safety)

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*Rate is effective August 1, 2021, is a limited time offer, and can be discontinued at any time without notice. The Annual Percentage Rate calculation assumes a typical loan amount of \$150,000, a term of 144 months, an interest rate of 2.500%, with principal and interest payable monthly in the amount of \$1,200.79. These payments do not include an escrow for taxes and insurance. The actual payment obligations will be greater. Borrower is responsible for third-party fees and an administration fee of \$150. Maximum loan-to-value is 70%. Maximum loan amount is \$400,000. Owner occupied properties only. Normal underwriting guidelines apply. All loan requests are subject to credit approval. Other restrictions may apply. Contact Lender for details.

FWLS #470214

Wisconsin Housing Statistics Report: July 31, 2021

Number
of Home
Sales

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2020	4232	4151	5819	6041	6647	8659	9915	9558	9267	9680	7747	7234
2021	4751	4478	5995	7102	7550	8655	0	0	0	0	0	0

Median
Price

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2020	\$1900	\$189900	\$209	\$2140	\$21490	\$22300	\$2259	\$23500	\$22990	\$22800	\$22300	\$215000
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2021	\$2100	\$215000	\$229	\$2350	\$24600	\$25700	\$0	\$0	\$0	\$0	\$0	\$0
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FCCU participates in two grant programs that can help your first-time homebuyer receive up to **\$11,000** towards their down payment.

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(920) 563-7305

Fort Atkinson Main
800 Madison Ave
Fort Atkinson, WI 53538

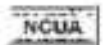
Fort Atkinson South
1010 Janesville Ave
Fort Atkinson, WI 53538

**FCCU Home
Mortgage Store**
732 Madison Ave
Fort Atkinson, WI 53538

Jefferson
100 North Main St
Jefferson, WI 53549

Whitewater
203 E Milwaukee St
Whitewater, WI 53190

Watertown
633 S Church St
Watertown, WI 53094



INSTALLATION DINNER

Join us at **STABLE ROCK WINERY & DISTILLERY** on
September 9, 2021

to support your Association's elected Board of Directors for the upcoming fiscal year 2021-2022.

MARY DUFF, WRA Chairman of the Board will be there to install your officers. You will also be able to ask her questions, if you have any.

Food cost for a variety of pizzas is \$20 which includes 2 free drink tickets!

RSVP via email no later than Aug 26 to myjcbr@gmail.com

Stable Rock in located in Jefferson at 123 Milwaukee St.

Social 4PM-5PM Installation 5-5:30PM Dinner at 6PM



**WELCOME TO
THE WRA 2021
CONVENTION**

PRICING:

- \$145 full event package-3 day of live access
- \$90 single day package-single day live access
- \$90 virtual package-virtual only event access

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

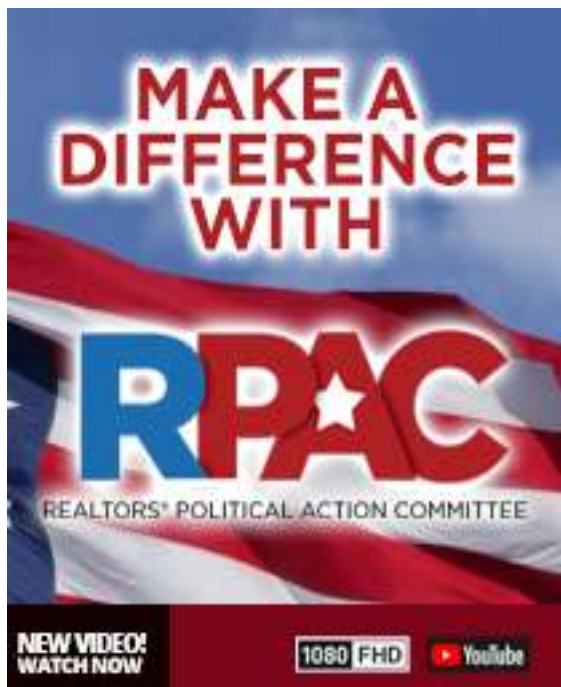
August 19, 2021 – [Virtual 9:00 – 12:00 PM - Virtual](#)

September 30, 2021 – In person – 9:00 AM – 1:00 PM – In person

October 25, 2021– In person – 9:00 AM – 1:00 PM – In person

November 18, 2021– Virtual 9:00 – 12:00 PM - Virtual

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



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Products and services offered by Johnson Bank, Member FDIC, a Johnson Financial Group company. Loans are subject to credit and property approval, bank underwriting guidelines, and may not be available in all states. Other loan programs and pricing may be available. Certain conditions, terms, and restrictions may apply based on the loan program selected. The term of the loan may vary based upon program chosen. Property insurance is required if the collateral is determined to be in an area having special flood hazards, flood insurance will be required.

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Title Insurance and
Closing Services

The advertisement for Badger Bank features a green and white color scheme. At the top left is a paw print icon. The word 'Badger' is written in a large, green, serif font, with 'Bank' in a smaller, green, sans-serif font below it. Below the name is the slogan 'Working Together, Achieving Success.' A dark green banner with the website 'BadgerBank.com' in white text is positioned to the right. The background of the ad is a light green map of Wisconsin. Text on the map reads: 'A dedicated staff, diverse products, the latest technology, and more...welcome to THE BANK.' Below this, a list of services is provided: Fixed Rate Mortgages, Home Equity Loans, USDA Loans, Home Equity Lines of Credit, Land Purchases, and Outstanding Customer Service. At the bottom, contact information for four locations is listed: Fort Atkinson (920.563.2478), Cambridge (608.423.3241), Johnson Creek (920.699.2905), and Jefferson (920.674.2406). The FDIC logo is in the bottom left corner, and a house icon is in the bottom right corner.

**Be an advocate for the future of our industry.
Be committed to excellence.**

WRA C2EX Challenge

*On a recent WRA survey, the biggest REALTOR complaint was lack of professionalism.
To address this issue, WRA and NAR offers the C2EX challenge.*

Now through April 2022, all Wisconsin REALTORS who earn the free NAR Commitment to Excellence (C2EX) Endorsement will be entered into a biweekly drawing (by WRA) to win a \$100 gift certificate towards any WRA classes. The online C2EX training will help you identify your weaknesses and turn them into strengths, and earning the endorsement demonstrates your commitment to professionalism. What's more, NWAR will also award \$50 to each NWAR Member who earns the C2EX endorsement as an educational incentive award! Earn your C2EX Endorsement at: <https://www.c2ex.realtor/>