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Housing crunch not going away anytime soon

But new builds, approaches to development could provide some relief

By Cara Spoto
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 262-513-2653

WAUKESHA COUNTY — If there is one thing everyone in the greater Milwaukee area has talked about this year, it's the almost crazed state of the local housing market.

Stories of homes selling within a day or two of being listed and skyrocketing offers have left many would-be first-time buyers wondering if their dreams of home ownership might ever materialize.

For those wondering when there might be some relief, the simple answer is: Not anytime soon.

But new approaches to development, and a little flexibility on the part of homebuyers, could provide some relief in the months and years to come.

Sales up, supply down

Speaking about the phenomenon, Mike Ruzicka, president of the Greater Milwaukee Association of Realtors (GMAR), said the impacts of the low-supply, high-demand market are expected to continue for at least another 12 to 18 months.

While data recently

released by GMAR shows that home sales across southeastern Wisconsin — an area that includes Waukesha, Racine, Ozaukee, Kenosha, Walworth, and Washington counties — were up by 26.6 percent in May, Ruzicka notes that the number of homes sold during the month is still 5 percent below where sales were in May 2019. In Waukesha County, sales only increased by about 9 percent. And in Washington County, they were down by 7.5 percent.

The problem, said Ruzicka, continues to be the overwhelming lack of single-family homes on the market.

"Right now inventory is at 2.6 months of supply. It's actually under a month if you exclude all the houses on MLS (the multiple listing service) that are active with an offer," Ruzicka said. "We're kind of seeing a little bit of cooling now (as far as the bidding goes). But it's going from 10 offers on a property that was listed yesterday to five offers on a property that was listed last week. It's like going from a 104-degree fever to a 102-degree fever. It's still a fever."

What gives?

The reason for the lack of



Cara Spoto/Freeman Staff

An "accepted offer" sign sits atop a Shorewest sign on Greenfield Avenue in Waukesha.

listings here, and across the country, isn't just due to COVID-19 supply chain and labor impacts.

"The situation we are in right now is really a hang-over from the Great Recession," Ruzicka explained. "Many people got out of the building trades. At the same time, household formation never really stopped."

With increasing numbers of millennials entering the housing market, and baby

boomers looking to downsize into condos, it created the perfect storm, especially when COVID-19 hit. With no new construction happening, there was nothing to alleviate the pressure, Ruzicka said.

"Both supply and demand are kind of on steroids right now ... if you are looking for a 20-foot view, we are looking at (things staying the same) for several years down the road," he said. Demograph-

ics aren't expected to change significantly in the coming years, he added. Neither is the shortage of people in the building trades, which has been impacting new home construction for around 25 years.

In order to reach a balanced market, which would be six months of inventory, the Milwaukee Metropolitan area — Milwaukee, Wash-

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INSIDE

Outdoor sports
 continue rise
 in popularity

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Fresh Baked to
 open third store

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Brookfield East's
 Irwin, Scullen
 win state title

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Kendra Lamer/Freeman Staff

Al Pauli exits the Eisenbahn Trail after a bike ride with his wife.

Outdoor sporting store sales still rising

Trend began during pandemic lockdown last year

By Christina McAlister
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When the pandemic sent Wisconsin into a lockdown last year, residents went outside in record numbers and outdoor sporting stores were left with empty shelves.

This trend continues into the summer of 2021 as outdoor sporting store sales are selling out their products fast. In fact, Kevin Schultz, owner of Mountain Outfitters in West Bend, said there is only a limited supply of outdoor sporting goods at his store. "The ability to replenish and restock our products has all been messed up because of COVID," Schultz said.

Schultz added that customers should be open to any products that are available in sporting stores right now because the demand is far outweighing the supply. Despite the difficulty in maintaining supply, Schultz said business has still been very good and sales are keeping up from the spike in 2020.

Nate Scherper, president and owner of Sherper's, said his stores experienced a similar supply and demand problem.

"Our business and sales have been the same as last year's, it really hasn't died down," Scherper said. "But getting inventory has been tough this year as compared to 2020 when we had a lot of supply."

Scherper said the new customers his stores saw last year are coming back and bringing even more business with them. He added that this trend of people wanting to get outside has definitely continued.

"We love to see people turning this bad situation with COVID into something positive for small, local businesses," Scherper said.

Data from the Department of Natural Resources found that fishing license sales jumped 13% between March 2020 and January 2021, reaching a five-year high of 1.4 million, including some 93,414 first-time licenses, which is more than double the number sold in 2019.

Extreme Tackle in West Bend was one of many fishing stores in the area that received a significant increase in new customers because of these fishing license sales records.

"This past year has surpassed anything we've ever experienced before,"



Submitted photo

Amy Scherper kayaking with her dog.

Extreme Tackle owner Steve Wiedmeyer said. "We even had to cut our vacations short because our online store was going crazy."

The same report also noted large increases in sporting goods sales. Wiedmeyer added that it was because of these increases that many stores were out of stock, which meant better business for him.

"I had extra supplies in 2020, but now my summer supply is all backed up," Wiedmeyer said.

With outdoor sporting stores experiencing similar sale highs, it is safe to say their shelves may be emptying out once again.

Housing

From Page 1A

ington, Waukesha and Ozaukee counties — needs 6,000 additional listings, Ruzicka wrote in a May homes sales report. In Waukesha County, for instance, new home listings actually decreased in May by about 6 percent.

New builds

As real estate agents and homebuyers bemoan the lack of available listings, homebuilders and developers have been getting back to work. In Waukesha County, there are several subdivision projects in the works, some designed to help fill the region's need for entry-level homes.

John Wahlen of Cornerstone Development has been working on a pair of developments in Waukesha County that include newly built homes and condominiums on smaller lots that could offer price tags more in line with the budgets of younger families or retirees.

In Pewaukee, Cornerstone is in the process of developing The Glen at Pewaukee Lake. Slated to be constructed on the buildable portions of the roughly 14-acre St. Mary's Church property, the development will include 46 ranch-style, single-family homes.

Wahlen has estimated that home and lot packages in the development would be somewhere around \$450,000.

Over in Waukesha, Cornerstone is looking to develop The Glen at Standing Stone. Located off the northwest corner of the Sunset Drive and Les Paul Parkway, the 69.7-acre development is slated to have 64 double-duplex condominium homes, 28 large-lot single-family homes, and 16 smaller-lot single-family homes. The larger-lot homes are expected to accommodate houses between 1,600 and 2,600 square feet; the smaller lots, homes between 1,400 and 1,800 square feet. Home and lot packages for the smaller-lot homes are expected to be around \$410,000, with construction starting sometime this summer.

"What we wanted to do is provide a variety of housing styles to try to help people get into home ownership, and still hit price points," Wahlen said of the development.

Material prices

With some of the owner-occupied condos he's been developing, Wahlen said he had been hoping to hit price points in the high \$300,000s. But with the rise in material costs, especially lumber, that just wasn't possible.

In April 2020 1,000 board feet of lumber had an average price of \$336. In May of this year, the price was roughly \$1,700.

And while lumber prices are forecasted to drop to around \$1,200/1,000 board feet by April 2022, there are other impacts in building costs, including higher prices for PVC pipe and steel garage doors.

'Hurry up and wait'

For those still in the trenches, reading new home listings with baited breath and perhaps even a little exhaustion, Ruzicka encourages a bit of flexibility. Being willing to expand the area you want to live, and/or purchase a fixer-upper, are just a couple of options.

"A fixer-upper will require sweat equity to get the property to what your standards are, but a lot of people with houses that need new paint or siding might be willing to let them go for less, so they don't have to make the updates themselves," Ruzicka said.

While homes are expected to mostly hold their value, at least over the next 10 years, Ruzicka warns against desperate homebuyers taking risks that are too great. While offering a few percentage points over the asking prices is fine, an offer of 10 or 20 percent above asking is foolhardy, he said. He also cautions against waiving home inspections and appraisals.

"People need to be really careful with that sort of stuff," he said. The best advice Ruzicka can give buyers in this market, he said, is the old adage: "Hurry up and wait."

"You really need to be patient in this market, and take your time, and be able to jump on something as soon as you see it," he said.



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Brookfield bar to hold 10-day music festival

Will feature live music during traditional Summerfest dates

By Derek Johnson
Special to The Freeman

BROOKFIELD — Summerfest may have been pushed back to September, but the community can still enjoy 10 straight days of live music this summer during the Saloon on Calhoun with Bacon’s “Saloonfest” until July 3.

The festival, which starts at about 5 p.m. on weekdays and noon on weekends at 17000 W. Capitol Drive, will feature at least four bands each day from a variety of genres that will play both inside and outside.

Dave Dayler, the owner of the roughly 6,000-square-foot bar, said there will be something for everyone to enjoy during the 10-day musical celebration, from rock classics to heavy metal.

He also said that he wanted to hold the event during the time that Summerfest is traditionally held because he knows how eager people are to see live music after over a year of pandemic restrictions and cancelled shows.

“People are hungry,” Dayler said. “They want to get outside. They don’t want to wait until September.”

At the festival, Dayler said that there won’t be any of those pandemic-related restrictions, but the bar will be providing sanitizer, and that there will also be water stations as well as traditional music festival accommodations like a medical tent and security to ensure the event goes smoothly.

There will also be no carry-ins allowed, Dayler said, but the bar will be offering its full menu and drinks throughout the event. He also said that, because he expects the event to be incredibly popular, he’s hired extra staff to make sure everyone has a great experience.

Anyone interested in attending needs to be at least 21 years old, and entry costs \$15 on Friday and Saturday, and \$10 on Sunday through Thursday. For more information and to see a full lineup of the bands that will be playing, visit www.saloononcalhoun.com/events/saloonfest-2.



Submitted photo

The Spare Change Trio plays at the Saloon on Calhoun with Bacon in 2018.



Riding for the Arts

BROOKFIELD — The second of three events in the 2021 UPAF Ride for the Arts Series took place June 13 at the Sharon Lynne Wilson Center for the Arts in Brookfield. It was the first time the annual ride event was held in Waukesha County. Ride participants chose their path and pace arriving at the Ride Reward Station. Above: Waukesha County Rides team participants Whitney, Stella and Delilah Ruiz pose with their bikes. Right: Kristi, Max, Tyler and Zoey Volles attend the UPAF Ride for the Arts in Brookfield.



Submitted photos



Submitted photo

The Elm Grove location of Fresh Baked Cafe, which will be opening in early July, at 890 Elm Grove Road.

Fresh Baked Cafe to open Elm Grove location

By Derek Johnson
Special to The Freeman

ELM GROVE — Fresh Baked Cafe, a French cafe that has locations in Oconomowoc and Brookfield, will be opening a new location in Elm Grove in early July.

Jennifer Betances, the owner of the three cafes, said that the newest location will be opening during the week of July 7 at 890 Elm Grove Road.

She said that she decided to open the cafe because she thinks Elm Grove is a nice community that reminds her of Oconomowoc, where she opened the first cafe, and because other business owners encouraged her to open a location in the village.

Betances also said it was easy to open the new location, both because she’s used to the process after opening the two previous cafes, and because everyone in the community has been supportive.

“Everyone has been very helpful,” she said.

More importantly, she said that while the newest location will have the same menu of homemade pastries, sandwiches, quiches and fresh coffee as the two other locations, at 18900 W. Bluemound Road No 124 in Brookfield and 114 W. Wisconsin Ave. in Oconomowoc, the new cafe will have a large interior space.

Although the interior is still being renovated, she said that when the Elm Grove location opens, it will have places for people to work, study and even hold meetings all while enjoying fresh pastries.

“We’re trying to make it like your hometown cafe, where you can sit down and maybe enjoy a pastry,” Betances said.

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What a day for Brookfield East’s doubles

Irwin, Scullen win state title

By Jim Hoehn
Freeman Correspondent

EAU CLAIRE — Henry Irwin and Reed Scullen saved their best for last.

Brookfield East’s No. 1 doubles team avenged its only loss of the season with a 6-2, 6-1 victory over previously undefeated Sam Kredell and Nick Tiahnybik of Arrowhead to capture the doubles title at the WIAA state boys individual tennis tournament.

“Brookfield East was on fire,” Arrowhead coach Russ Trimble said. “It was unbelievable how they were playing.”

“They are good to be begin with, and Henry told me that’s the best match they have played all year long.”

“It’s tough. We came in with no losses at all, and then here you are at the very end,

you’d rather have then have a loss earlier to see what it’s like and take that pressure off a little bit.”

The only blemish on Irwin and Scullen’s 23-1 season was a narrow three-set loss to Kredell and Tiahnybik, 6-4, 6-7 (6), 10-6 on May 22. But both said they learned a lot from that setback.

“I thought the big thing for us in that last match was just our returns,” Irwin said. “We played them early in the year and we couldn’t return their serves. But we made adjustments, staying farther back, and all of our returns were going in cross court. We were making them play low balls at their feet. We just played really, really smart tennis in that last match.”

Scullen said they played more consistently from start to finish in the rematch.

“We were just focused,” Scullen said. “We kind of took it one point at a time compared to a lot of matches where we weren’t as focused. We just played really well at the end of the day.”

The previous meeting with the East tandem was the

senior Arrowhead duo’s only three-set match of the season and Tiahnybik acknowledged the difference in playing from behind.

“Mentally, when we went down that first little break ... we’ve been up in our all our matches, so that’s a whole different feel,” Tiahnybik said. “And, then where’s 100 people here cheering for the other team when you’re down in the finals, it’s tough.”

It was the third doubles title East’s program history. Patrick Krill and Henry Termuehlen won in 2014 and Krill and Doug Francken won in 2016.

The Spartans were runners-up to Marquette in the team tournament in both 2018 and 2019. Neither the individual or team state tournament was held in 2020 due to COVID-19.

To reach the final, Kredell and Tiahnybik had to get past Brookfield East’s two other doubles entrants. In their first match Saturday, Kredell and Tiahnybik defeated East’s fourth-seeded No. 2 doubles team of Simon Johnstone and Nick Fisher, 6-2, 6-3.

In the quarterfinals, the Arrowhead duo handed East’s ninth-seeded No. 3 doubles team of juniors Owen Kendler and Michael Francken its first loss of the season.

Trimble said having to run the gauntlet of the three East doubles teams was challenging.

“What I was worried about in the beginning was our first match against Oshkosh North wasn’t that tough,” Trimble said. “But it was kind of like our conference matches, too, where they aren’t pushed. So now you get a little bit lazy, or you start to play down to that level, and all of a sudden it’s like they’re shot out of a gun and people coming at you.”

Johnstone and Fisher bounced back to defeat defeated 11th-seeded Cooper Moss and Khaled Saleh of Neenah, 7-5, 6-4 for third place.

Kendler and Francken came back to take fifth place, winning both of their matches on Saturday. The East tandem defeated Arrowhead juniors Ben Brandel and Alex Deubel, 6-2, 6-4 in the

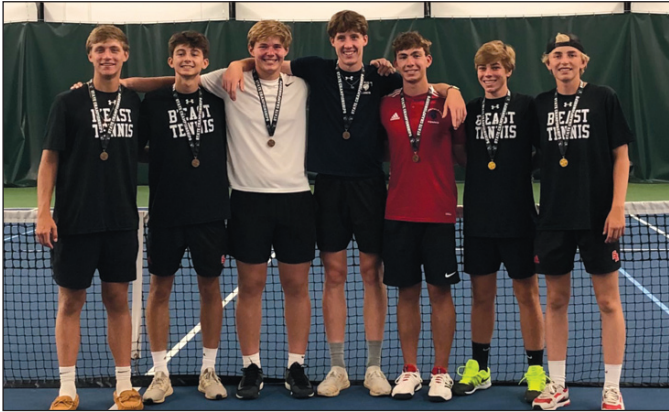


Photo courtesy of Holly Johnstone

Pictured are all of Brookfield East’s medalist from the WIAA Division 1 Individual State Tennis Tournament, which finished up June 19 in Eau Claire. Juniors Michael Francken and Owen Kendler, first two on left, finished fifth place in doubles. Seniors Simon Johnstone (white shirt) and Nick Fisher (red shirt) finished third in doubles. Juniors Henry Irwin and Reed Scullen, two on right, were the Division 1 doubles state champions. In the middle, senior Christopher Knutson added a sixth-place finish in singles.

fifth-place match after edging 12th-seeded Andrew LaBelle and Ryan LaBelle of Mukwonago, 7-5, 7-5.

Brookfield East senior Christopher Knutson, who lost in the quarterfinals to eventual runner-up Noah Viste, lost in the fifth-place match to No. 9 seed Nolan Kubiak of Neenah, 6-1, 6-4. Knutson, seeded 11th, defeated Solomon Dunsirn of Neenah, 7-6 (3), 6-1 in his first consolation-round match on Saturday.

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