

Unwind

09

SPRING 2022



THE BEAUTY OF ADAPTING

Shelly Sprinkman

Lake Homeowner + SRE Principal



It seems like everywhere we go people are talking about “low inventory.” And the truth is, the market has shifted from the last few years, and it’s taken many people by surprise. That surprise has demanded a pivot. A change. The need for adapting. So in this issue we decided to spend some time discussing how to adapt, and celebrating those that have adapted.

We start digging into the nuts and bolts of it all in the Q&A (page 4), where you can find some questions we’ve come across from clients and friends, and our attempts at answers. But it’s not all “shop talk” as they say. We also want to recognize our wonderful partners, clients and community members and celebrate their willingness to adapt and change.

Like the Grogan family, who partnered with our very own Sprinkman Design Collective on a creative vision for their living room (page 14). Or the Haupt family, who took on a challenge in order to secure their spot on the lake (page 6). Even our *Around Town* section features businesses that have adapted, developing their own unique approaches to stand out in our community. *Botanist Social* brings a moody, upscale vibe to the Capitol Square. And just down the road, *Leopold’s Books* provides a warm, cozy retreat for lovers of the written word and a good adult beverage. You can read more about these unique businesses starting on page 10.

We, too, have had to adapt. We’ve changed the way we approach our business. The market has spoken, and it has made certain demands. So we wake up each day ready to adapt by whatever means necessary.

But throughout all the change, one thing remains constant – our appreciation for all of you, for our families, and for the opportunity to do great work in this community we call home. We were so honored to have been awarded the 2021 Best of Madison GOLD, and would be grateful if you could help us do it again in 2022! Please consider voting via the QR code on the next page.

Thank You from the bottom of our hearts – and until next time, keep on adapting.



VOTE HERE



VOTE US
BEST OF MADISON



Q: HOW LONG WILL THIS SELLER'S MARKET LAST?

A: *Through 27 years in the real estate industry I have seen the market cycle from a Buyer's Market to a Seller's Market and back again. In the last few years, low inventory, historically low interest rates and an ever increasing buyer pool has settled us into a long-lasting Seller's Market. But with interest rates slowly starting to rise and the construction industry regaining its footing, it won't last forever. So, if you're considering selling and would like to get top dollar for your home, there has never been a better time!*

SHELLY SPRINKMAN - LISTING SPECIALIST SINCE 1995

Q: WHY SHOULD I WORK WITH A REAL ESTATE PROFESSIONAL?

A: *At Sprinkman, we'll ensure your home makes the perfect first impression with the help of our in-house stagers, exclusive photographer and dedicated marketing experts. Once showings begin we'll guide you through buyer offers and get you to the closing table.*

TREY SPRINKMAN - BUYER SPECIALIST SINCE 1999

Q: WHERE WILL I GO NEXT?

A: *Whether you are looking to stay local or relocate, we can help! Our access to exclusive listings gets you into properties before they hit the market. We also stay current on regional rental options from downtown apartments to suburban residences. Or, if you're looking to move outside the area, we can connect you with a great agent through our nationwide network. So what do you think, are you ready to move?*

JULIE BERNAUER - LISTING + BUYER SPECIALIST SINCE 2006

WE KNOW LUXURY

WHEN IT'S TIME TO MOVE,
SIT BACK. WE'VE GOT THIS.



3324 Glacier Ridge
Middleton Hills
\$775,000 - COMING SOON



3506 Lake Mendota
Shorewood Hills
PENDING - BUY SIDE



3324 Prairie Glade
Middleton Hills
PENDING



5343 Oak Park
Medina
\$825,000 - SOLD



5653 Shenandoah
Westport
\$1,035,000 - SOLD - BUY SIDE



7930 Coray
Springdale
\$1,900,000 - SOLD - BUY SIDE



3900 Meridian
Verona
\$825,000 - SOLD



4817 St Annes
Middleton
\$1,775,000 - SOLD

2022 HOUSING MARKET

\$1 MILLION PLUS SALES

37

ACTIVE

8

PENDING

17

SOLD

\$301

AVG PRICE/SQ FT

\$1.3M

AVG SALE PRICE

* 2022 Year-to-Date Single Family Housing stats within 25 mile radius of Madison, Wis. pulled from the SCWMLS on 3/18/2022

PLAYING THE LONG GAME

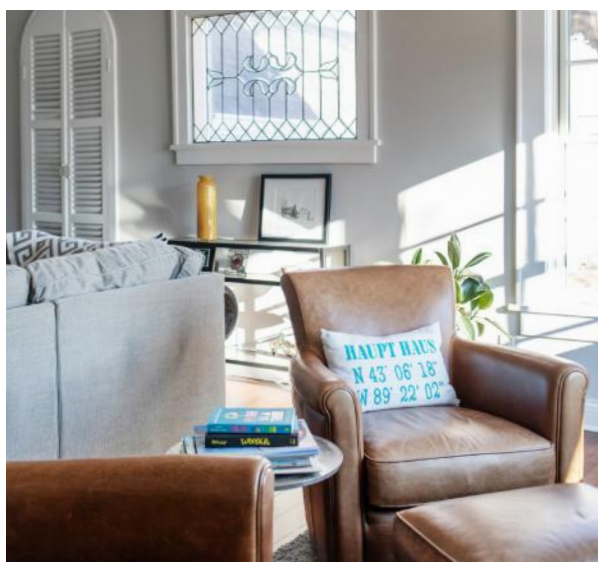
For Jeff Haupt and his family, there was always one non-negotiable: location. The desire to be on the lake. The siren song of the lapping tide.

It all started back in 2005, when the Haupt family reached out to Sprinkman Real Estate to help with their relocation from Colorado to Wisconsin.

"We had friends that recommended Sprinkman, so we reached out to Shelly. And I remember she picked me up at the airport," recalls Jeff.

Shelly was able to help the Haupt's secure a beautiful home in their desired part of Madison – the Village of Maple Bluff. But there was a catch: it wasn't on the lake. And after a decade of living...saving...waiting...the Haupt's were ready to make another move.

Fast forward to 2016. Jeff once again contacted Sprinkman, who represented the Haupt's in selling their former home and buying their current one – this time located on the lake.





“*Sprinkman really went out of their way – with both our properties – to assure that our vision could be obtained*”

– JEFF HAUPT



“Sprinkman really went out of their way – with both our properties – to assure that our vision could be obtained,” says Jeff.

But, as with most good things in life, the move came with a concession. The interior of the new property was dated. “It hadn’t been touched in 45 years,” says Jeff. “We had our work cut out for us.”

And so the work began. And now, after a few years and a little elbow grease, the Haupt family finally feel settled into their dream home. Finished with renovations, which included substantial updates to the

kitchen and living room, they are ready to sit back and take in that lake view.

And some days they may even catch a glimpse of Trey or Shelly Sprinkman, who happen to live two houses down.

Agents, neighbors and friends.

Sprinkman Real Estate is here to help ensure that your vision for your home is realized. Give us a call today and let us help you navigate this important process.



For a dozen years now, Clean Lakes Alliance has worked with partners throughout the Yahara Watershed to advocate for better lakes. Our approach has been simple – the more people we involve, the faster we'll see action. Donations – whether it's an individual "Friend" donation, or a business/organization "Lake Partner" donation like Sprinkman Real Estate commits each year – help us move the needle forward. Below are three of the areas we'll focus on this summer to make the lakes the center of our community.

Clean Boats, Clean Waters:

Aquatic invasive species (AIS), like zebra mussels and Eurasian watermilfoil, are a major threat to natural and cultural resources, ecosystem services, recreation, and tourism in the Yahara Watershed. Clean Lakes Alliance is committed to establishing measures to protect our lakes and mitigate the threats of AIS.

Wisconsin has a watercraft inspection program, called Clean Boats, Clean Waters, which allows people throughout the state to take a frontline defense against the spread of AIS. Through this program, inspectors educate boaters about invasive species, perform boat and trailer checks for AIS, and report new infestations. This summer, Clean Lakes Alliance plans to partner with the Wisconsin Department of Natural Resources and Dane County in its first year participating in the Clean Boats, Clean Waters program. Keep an eye out for our inspectors at boat landings on Lake Mendota and Lake Monona.

Renew the Blue Volunteer Days:

We are happy to place volunteers on projects that support our lakes! Opportunities include watershed projects like shoreline restoration or beach clean ups, invasive plant removal, and re-seeding prairies with native plants. Working with Lake Partner groups, or individuals at pre-planned events, our volunteer days partner with other organizations so we can do the work where it is needed the most!

LakeForecast:

Available for free in both the Apple and Android stores, this app uses data collected by our over 100 volunteer monitors at more than 80 points around all five lakes. The data is updated at least twice a week from Memorial Day to Labor Day. LakeForecast allows users to plan their lake visit to one of our five lakes and find the best water conditions in the watershed.

If you would like to help the lakes at your own home, check out cleanlakesalliance.org/top10 for a list of easy ways to make small changes that have a big impact on the health of our lakes.

LOVE THE LIFE



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23 LSV



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AXIS T250



COBALT R4



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BOTANIST SOCIAL

GIN BAR +

FINE FOOD

[@thebotanistsocial](https://www.instagram.com/thebotanistsocial)

TUE-FRI 4P-2A / SAT-SUN 9:30A-2A

Remember that kid in high school that was just so effortlessly cool? If that kid morphed into a business, they'd be Botanist Social, a downtown gin establishment that will make you feel like you landed squarely in the trendiest neighborhood of Manhattan. With a variety of cocktails, 70+ gins from around the world, an upscale menu, and an off-the-charts swank factor, everything about this place makes us feel like we finally fit in with the cool crowd.



“ From the sweet and herbal Summer Vibes, to the citrusy Death on a G5, or the classic Botanist Negroni – there is something for everyone.”

– BOTANIST SOCIAL

Opened in November 2021 by owner Valbon Beqiri, Botanist Social is located in the heart of the action on State Street between the Orpheum and Comedy on State. Inside, the lush and intimate space features live moss framing exposed brick walls and a show-stopping back bar. The menus feature shared plates, entrées, confections, a late night selection after 10pm, and a brunch option on the weekends.



SPOTLIGHT CORNER

LEOPOLD'S / BOOKS - BAR - CAFFÉ

Located on Regent Street between Camp Randall and the Kohl Center, this neighborhood bookstore and bar opened in July 2021. With the cozy interior, weekly live music and author events, this place fills us up with all the warm nostalgia of simpler times. Open until midnight 6 days a week, it's the perfect place for night owls to settle in and get lost in a refreshing drink and a good book.



MON-FRI: 12P - 12A
SAT: 10A - 12A
SUN: 10A - 10:30P

@leopoldsmadison





SPRING GALLERY NIGHT

📍 622 W. Washington Ave

May 6 / 5 - 9 PM

Join us for **MMoCA's Spring Gallery Night!** On Friday, May 6th, we'll open our doors at **622 West Washington Avenue** from 5-9 p.m. to showcase the work of three local artists and makers. An array of paintings, furniture and photography will be on display. Enjoy drinks, hors-d'oeuvres and music from professional DJ Travis Beckum as we celebrate art and its vibrant impact on the city. There is no charge for admission.



Martín Gutierrez
Painting + Fine Furniture
martingutierrez.art



Debby Dines
Painting + Photography
urbanlifecollective.com



Jim Damewood
Fine Furniture



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IN SEARCH OF CHARACTER

For the Grogan family, it was about executing a vision. April and Brian Grogan had moved back to Madison in the Summer of 2018, after a whirlwind decade that included stints in Texas and New York, and the birth of their two children.

Wisconsin was, after all, home for them both – having grown up in small towns and meeting at the University of Wisconsin. Making it back had always been part of the plan, and now to round out that plan: find a home.

They fell in love with the Maple Bluff neighborhood, but came to a crossroads in terms of home style.

“We loved the mix of beautiful old homes with unique architectural differences. And new homes definitely have positives, but sometimes they are lacking the character older homes have to offer,” said April.

So the debate became: buy an older home and enjoy the character while tending to the upkeep. Or go with a newer build but perhaps compromise on the charm.

Not the type to be deterred, they bought a beautiful new home – courtesy of Mary Grant Design & Build – and began plotting a way to inject that elusive character into the property.

Enter Sprinkman Design Collective.



April contacted the team at Sprinkman Design after taking notice of a common theme around Maple Bluff:

“We saw the Sprinkman signs in yards all over and knew that the Sprinkman Team was well known for helping people find the perfect home... so we knew we could trust their design team to help us add the character we were looking for,” said April.

Of course, it didn’t hurt that April had a clear vision for what she wanted. As a home organizer and design enthusiast herself, she was able to provide clear direction and articulate her desire for incorporating things like biophilic design, natural architectural elements and clean lines, all in the service of a minimalistic design style.



For the Sprinkman Design Collective team, that feedback was music to their ears. They set out to help facilitate the vision.

Next on the list? The front entry space and powder bath. More character, ready to be revealed.

*Design -
Sprinkman Design
sprinkmandesign.com*

*TV backdrop wood design -
Sky Construction*

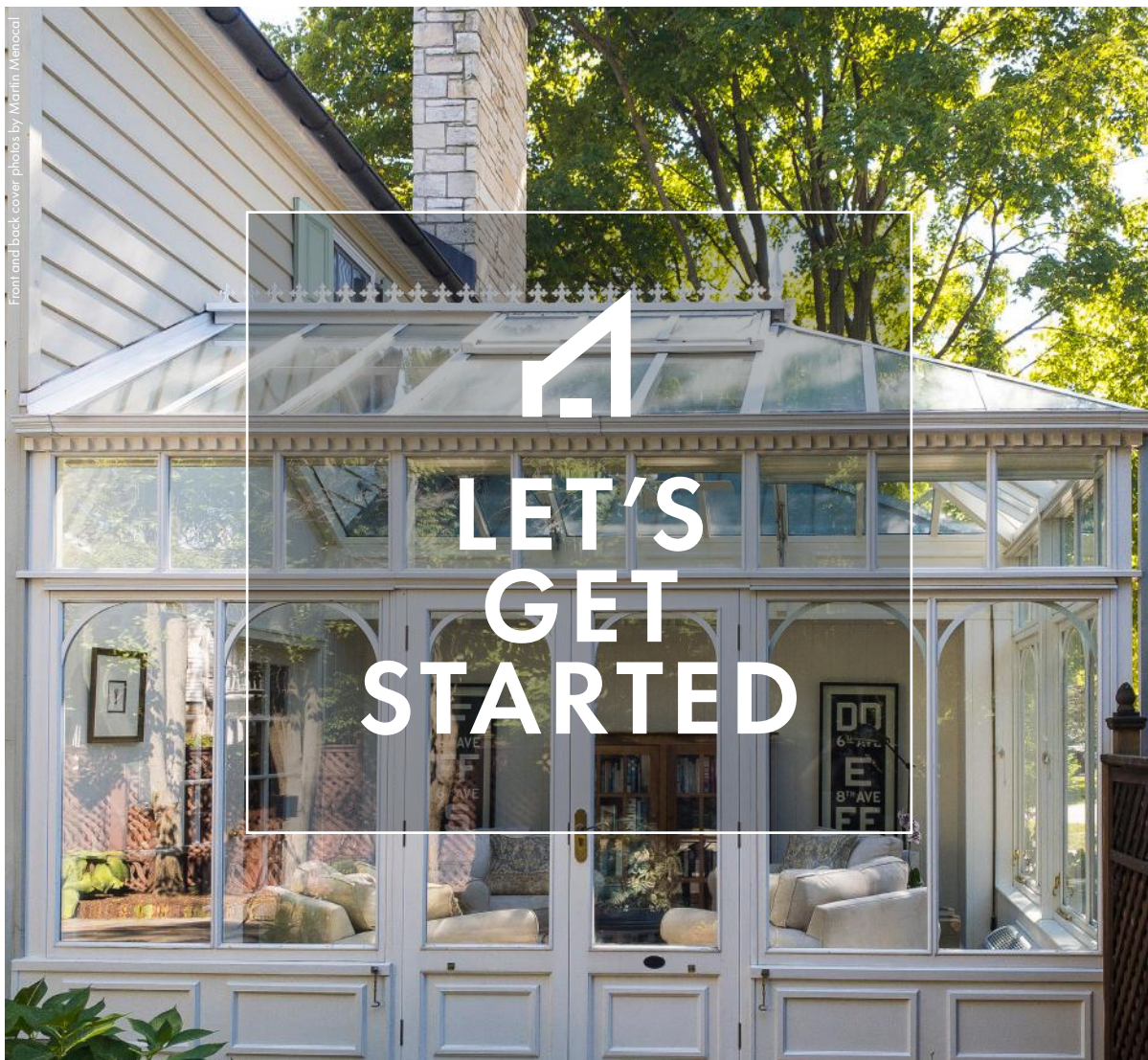
*Cabinets -
Maple Leaf Cabinetry & Millwork*

*Organization -
Pretty Little Spaces Madison -
prettylittlespacesmadison.com*



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Front and back cover photos by Martin Menocal



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