

Use this as a guide before  
you list your home for sale.

The Company		Shorewest	
Has the company consistently been Wisconsin's largest independent home seller since 1951?	YES		
Does the company represent more sellers and buyers than any other residential firm in southeastern Wisconsin?	YES		
Does the company have an outstanding and ethical business reputation within the community and is it financially sound?	YES		
Does the company have the "clout" of a large organization, but still offers the personalized service of small companies?	YES		
Is the company locally owned and independent but affiliated with other major firms throughout the country to stay in tune with market changes?	YES		
Does the company's reputation alone generate many prospective buyers?	YES		
Is the company open seven days a week?	YES		
Does the company sponsor over 100 seminars each year for prospective home buyers to generate thousands of prospects for you?	YES		
Does the company have an aggressive open house program featuring over 20,000 open houses a year to generate thousands of prospects for you?	YES		
Is the company selective in its recruiting procedures so only the best qualified people represent the real estate profession?	YES		
Does the company provide enough clerical support to maintain an organized, professional environment?	YES		
Marketing			
Does the firm have a full-time Marketing Division to assist in marketing your home?	YES		
Does the firm spend more than \$1,500,000 annually on advertising to create a favorable company image, which attracts more buyers for your home?	YES		
Is the firm the largest real estate classified advertiser in your local community paper as well as the <i>Milwaukee Journal Sentinel</i> ?	YES		
Does the firm have a 24-hour, user-friendly bilingual hotline available to prospective buyers?	YES		
Does the firm have the most frequently-visited, easy-to-use internet site listing sales associates and available properties listed with MLS in southeastern Wisconsin?	YES		
Does the firm offer Guided Home Tours™ providing an audio slide show of its listings on its internet site?	YES		
Does the firm advertise on radio, TV and billboards to generate prospective buyers?	YES		
Is the firm affiliated with a world-renowned company to offer an exclusive marketing plan for high-end homes?	YES		

The Support Departments		Shorewest	
Does the firm have its own Mortgage Division that generates nearly \$300 million in mortgages each year for your buyers?	YES		
Does the firm have its own Corporate Relocation Division that generates over 800 incoming buyers through its various sources each year and sends out yearly more than 1,200 "Welcome to Wisconsin" CDs and packets to potential newcomers? Does the firm make presentations to corporations to secure incoming buyer prospects for your property?	YES		
Does the firm have its own Printing Department that prints brochures, postcards and other pieces to effectively market your home?	YES		
Does the firm have its own Title Division that can give immediate support and updates on titles, restrictions and the many legal intricacies of transferring your title?	YES		
Does the firm have its own Home Closing Division that handles all the many details for the closing of your home?	YES		
Does the firm have a full-time Training Division with people dedicated to the success of all sales associates?	YES		
Does the firm have a full-time IT Division that handles innovative technology such as its internet site, hotline and in-house network?	YES		
Does the firm offer Insurance Services?	YES		
Does the firm offer buyers and sellers the convenience of a Home Services Center to help with all aspects of your move, at NO EXTRA CHARGE?	YES		
Does the firm have its own 24-hour television channel showing all its listings and other home-related information?	YES		
The Sales Associate			
Is the sales associate a full-time member of the real estate profession?	YES		
Has the sales associate offered a free market evaluation of your property?	YES		
Has the sales associate completed a comprehensive and extensive training course in all aspects of marketing to better advise you?	YES		
Is the sales associate knowledgeable about current real estate trends in your area?	YES		
Has the sales associate provided you with detailed information on the net proceeds you can expect from the sale?	YES		
Does the firm consistently have more million dollar sales associates than any other residential real estate firm?	YES		
Does the firm have a non-selling manager in each sales office to support the sales associate through the entire selling process?	YES		