

*Buying? Selling?*  
Talk to us!



***PROFESSIONAL  
DISCREET  
RESULTS ORIENTED  
REPRESENTATION***

Michael J. Dolan, ChFC,  
SRES

Realty Executives,  
Integrity

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## *Why Realty Executives Integrity?*

Respected Broker

International Resources-Local Knowledge

Sales Leader

Professional Support Staff

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## *Why Mike Dolan?*

Professional Representation

12 Years Real Estate Experience, Buying, Selling, Building,  
Investing

30 Years Experience, Chartered Financial Consultant

Multi Disciplinary Approach

Fact Based Decision Making

Skilled Negotiator

Client Advocate

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## *Your Search*

Under Wisconsin Real Estate Agency Law  
ALL Real Estate Agents and Brokers Represent the Seller  
as  
Sub-Agents of the Listing Broker  
*Unless*  
the Buyer and Brokers Agent have  
Entered Into a Buyers Agency Agreement  
Through The Execution of a  
WB-36 Buyers Agency Agreement.

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# Agency Law-Chapter 452

Customers-A Duty To Serve

Shoppers (pre-customers)

Dual Representation

Fair and Honest

Reasonable Skill and Care

Accurate Information

Disclose **Material Adverse Facts**

Confidentiality

Safeguard Trust Funds

Objective & Unbiased-Advantages & Disadvantages

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# Agency Law-Chapter 452

## **Clients-A Higher Duty To Serve**

Lister

### **Buyers Agency Agreement**

Fair and Honesty

Reasonable Skill and Care

Accurate Information

Disclose Material Adverse Facts

Confidentiality

Safeguard Trust Funds

Objective & Unbiased-Advantages & Disadvantages

### **Information and Advise**

#### **Material Facts**

**Fulfill Obligations and Lawful Requests**

**Negotiation**

**Not Give Information and Advise to Other Parties**

**Not Place Broker's Interest Ahead of Client's**

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# Law of Supply and Demand

What will the Market Bear  
Willing Buyer and Willing Seller  
Competition  
Where Are We Now

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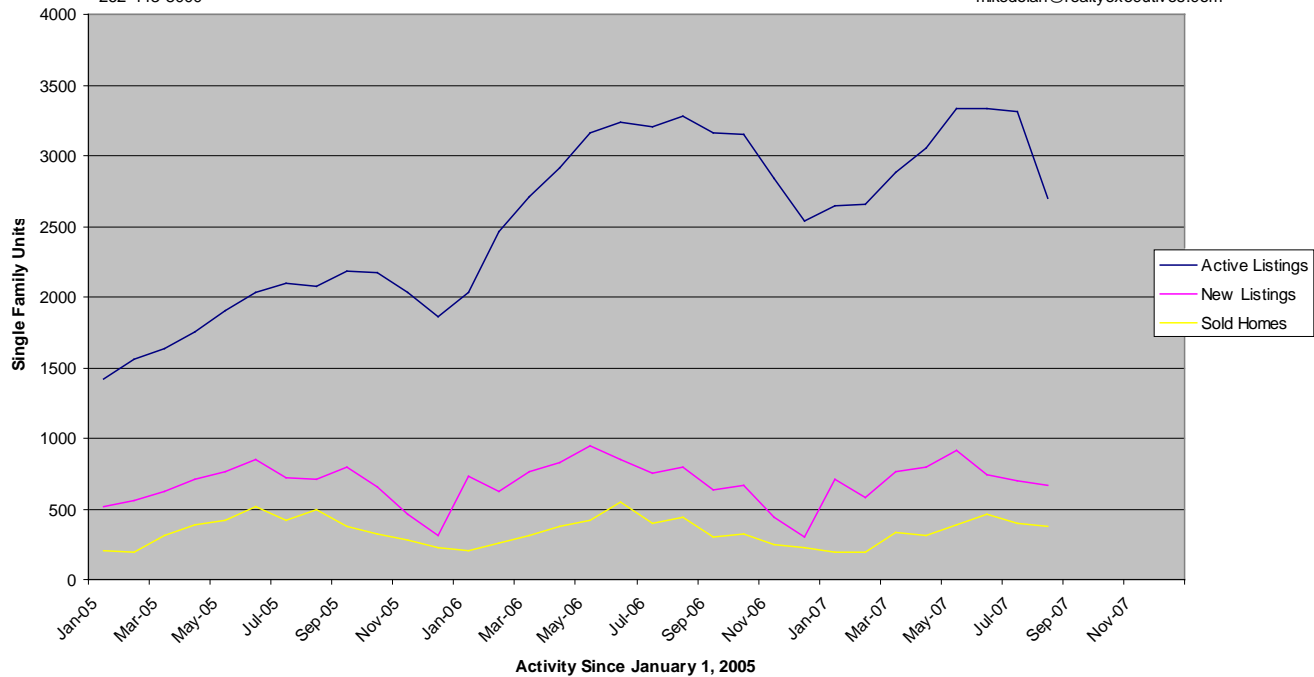


# Market Gyration

Mike Dolan  
Associate Broker  
Chartered Financial Consultant  
262-443-8000

## Current Market Conditions in Waukesha County

Realty Executives-Integrity  
1065 Winterberry Road  
Oconomowoc, WI 53066  
mikedolan@realtyexecutives.com



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# Competitive Analysis

## Seller and Buyer Advantage

### Comparative Analysis

Develop the Most Accurate Expected Sales or  
Purchase Price

Multiple Listing Service

Tax Records

Other Public Records

Personal Knowledge

Knowledge is Negotiating Power

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## *Risk Based Financing*

	FICO SCORE	INTEREST RATE	PAYMENT	MONTHLY DIFFERENCE	Maximum Home Value
BOB	741	5.375%	\$1,399		\$312,500
JIM	680	6.25%	\$1,539	+\$140	\$284,600
SUE	665	6.75%	\$1,621	+\$222	\$269,750
BILL	620	7.15%	\$1,684	+\$285	\$259,700

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## *Negotiating Drivers*

<b>SELLER OPTIONS</b>	<b>BUYER OPTIONS</b>
Accept	Agreement
Reject	Reject
Counter	Accept or Re-Counter
Accept Different Offer	Find Another Home
<b>SELLER FACTORS</b>	<b>BUYER FACTORS</b>
Time on Market	How Long Looking
Competing Homes	Other Homes Available
Previous Offers	Lost other homes
Financing Availability	Financing Costs/Availability

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INTEGRITY

## *Your Search*

What Can You Expect?

Out Perform Current Market Conditions

Purchase the Right Property

Right Price

Within Stated Timetable

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## *Action Plan*

Clearly Identify Ideal Home

Use the Web to Our Advantage

Pre-Viewing Activity

Maximize On-Site Time

Build and Implement Negotiating Strategy

Assistance in Negotiating and Implementing  
Financing Options

Pre and Post Purchase Follow through

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## *Questions?*

When Shall We Begin The Process?

Procuring Cause

Warnings

Buyers Actions

Ensuring *Client* Level Services