



## 3 LEVELS OF AGENCY RELATIONSHIPS

Under Wisconsin law, buyers have choices in their relationship with an agent. There are essentially three options available under Wisconsin law:

### LEVEL 1: PRE-AGENCY

Buyer in pre-agency is not a client or a customer of the real estate firm and its agents. In pre-agency, the firm and its agents may provide the buyer services such as showing properties and act as a neutral information provider, but the firm cannot negotiate for the buyer. If the buyer would like to write an offer on a property, then pre-agency ends, and the buyer has a choice to continue as a customer or client.

### LEVEL 2: BUYER AS CUSTOMER

Buyer in a sub-agency relationship or Customer relationship would receive the duties owed to all parties, including the authorization for negotiation. However, the buyer would not receive client-level services and would not receive price advice such as how much a buyer should offer on a property or recommendations on which properties to pursue. In a sub-agency relationship, or Customer relationship, the agent cannot put the buyer's interests ahead of the seller's interests.

### LEVEL 3: BUYER AS CLIENT

When a buyer wants to have access to the full suite of brokerage services, the buyer would sign a written buyer agency agreement with the firm and become the firm's client. When a buyer is a client, the firm can put the buyer's interests ahead of the seller's interests. When a buyer is a client, the firm can provide information and advice such as how much the buyer should offer for the property and negotiate recommendations regarding which properties to pursue.



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# Homebuyer's Consultation

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# THE LEADER

You expect excellence in all things. The purchase of your next property should be no different. The quality of the professional you retain, and the company for which they work, should be unquestionable. Shorewest professionals consistently help more clients purchase and sell homes than any of our competitors, year after year.

Your home purchase requires a tailored and strategic approach to searching, pricing and negotiation. We research and track the latest trends in the market to help us understand how to best serve and achieve the desired results for today's consumer.

When purchasing a home, you deserve a luxury experience. Shorewest, the market leader, will utilize the systems and expertise needed to provide you with that experience.

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# DO YOU NEED A BUYER'S AGENT?

Having full representation during your homebuying process is purely your choice. Here are a few things to consider before making that important decision:

- › When purchasing a home, the seller will have an agent negotiating on their behalf and protecting their interests, through the entire process.
- › As a buyer, you deserve to have a trusted advisor in your corner, protecting your interests, as you purchase one of your largest most valuable assets.
- › A Buyer's Agent will point out important things to look at and consider with each home you tour so you don't make a mistake and purchase the wrong home.
- › A Buyer's Agent will negotiate on your behalf with a strategy that gets you the right home at the right price and the right terms for you.





# YOUR TRUSTED ADVISOR

Your Shorewest Buyer's Agent will be your trusted advisor providing you with valuable expertise, protecting your interests throughout the entire homebuying process.

- 01. Valuable Insights:** Your Shorewest Agent will provide comprehensive knowledge about current market conditions, pricing trends, contract negotiations and seller preferences, allowing you to make informed decisions
- 02. Negotiation Skills:** Our agents have polished their negotiation skills through numerous transactions. They are experienced at negotiating the best price ensuring you don't pay too much while at the same time making sure you don't offer too little and lose the property to a competing buyer.
- 03. Networking:** Shorewest agents are always communicating and sharing information about new listings they have coming on the market. This communication allows Shorewest buyers to find out about potential properties prior to the rest of the public.
- 04. Contract Knowledge:** Real estate transactions involve a significant amount of legal documents. When working with an experienced agent, they will navigate the contract terms, contingencies, disclosures, dates and deadlines, helping you reduce the risk of costly mistakes.





- 05. Problem Solving:** Every real estate transaction presents unique challenges. Your agent will draw on past experiences and the knowledge of the Shorewest management team to tackle any issues that may arise.
- 06. Time-Saving:** Time is money. That is why our agents work continuously behind the scenes, researching information, communicating with all parties involved, and managing all electronic documents to simplify the process for you, saving you time and money.
- 07. Emotional Buffer:** When it comes to buying or selling a home, emotions can often run high. By having a trusted advisor at your side, you can ensure emotions won't interfere with making sound decisions or hinder the success of your homebuying experience.
- 08. Risk Mitigation:** Real estate transactions involve valuable assets and large amounts of money so avoiding mistakes is crucial. From missed deadlines to mishandled contingencies and disclosures, an experienced agent will help safeguard your investment.
- 09. Knowledge and Skill:** National and state real estate regulations are constantly changing. At Shorewest we prioritize ongoing education and training ensuring our agents stay informed and deliver the best service and results to their clients.
- 10. Customer for Life:** Once you purchase your home, your agent will be available for all your future needs. Many Shorewest buyers take advantage of market updates, annual tax information, local real estate reviews, quarterly newsletters, contractor lists for future home-improvements and professional equity reports to keep them apprised of how much their investment is growing.





# TRANSPARENT SERVICE AGREEMENT

Your Shorewest agent will provide you with a Wisconsin state approved, Buyer Agency Agreement that will explain in detail, the duties and role of Shorewest and your agent. The agreement will confirm all terms and compensation up front so you can proceed with your homebuying process knowing you are fully represented and what your total investment will be for each specific home you are interested in.

## WHAT ARE YOUR OPTIONS FOR PAYING YOUR BROKERAGE FEE?

- › The seller may direct their firm to offer compensation to the buyer's firm with an accepted offer. This compensation may cover your entire brokerage fee or a portion of it.
- › The seller may offer buyer concessions which you may elect to apply toward your brokerage fee.
- › Any portion of your fee that is not covered by compensation from the listing broker or a concession from the seller, can be paid by you or negotiated in the offer for the seller to cover.





# FINDING YOUR NEW HOME

Locating, viewing and evaluating properties is an important part of a successful homebuying experience. Shorewest agents review properties continually, follow local market dynamics and guide their clients in finding the right home.

## **YOUR AGENT WILL:**

- › Set up automated Listing Alerts that notify you immediately of new listings that meet your search criteria.
- › Present off-market and pre-market listings that, in some cases, have not been advertised to the public yet.
- › Set up private showings that meet your schedule

## **ONCE YOU HAVE SELECTED PROPERTIES YOU MAY BE INTERESTED IN PURCHASING, YOUR AGENT WILL:**

- › Provide disclosure materials and reports on selected properties.
- › Point out the positive and negative aspects of each property being considered.
- › Discuss market data and features of competing properties to help you select the right home.





# DRAFTING AND NEGOTIATING COMPETITIVE OFFERS

When negotiating offers, a strong buyer's agent with detailed information is key to your success.

## **YOUR AGENT WILL:**

- › Provide detailed market information so you can determine an offer price that gives you the best chance of winning the home and at the same time staying within your budget.
- › If known, share seller's preferred timeline, wants and non-negotiables and the existence of any competing offers to aid in your negotiation strategy.
- › Suggest contingencies, terms and timelines that protect you and at the same time discuss options to keep your offer competitive.
- › Carry through with all negotiations until an offer is accepted at the terms agreeable to you and seller.





# YOUR PERSONAL TRANSACTION MANAGER

Once you have an accepted offer, your Shorewest agent will become your transaction manager with the soul purpose of ensuring you get from accepted offer to closing and in your new home, on-time.

## **THIS INCLUDES:**

- › Making sure all dates and deadlines are met so you are not in breach of contract.
- › Ensuring all earnest money is deposited into the trust account dictated in the offer.
- › Communicating with your lender for all required documents to secure financing.
- › Drafting all required amendments and notices to facilitate terms agreed to by all parties.
- › Maintaining secure exchange of all digital documents, guarding against wire-fraud.
- › Scheduling your final walkthrough of the property prior to closing.
- › Ensuring all title documents and deed are prepared properly for your closing date.





# CLOSING AND BEYOND

Congratulations, it's closing day!

## **YOUR AGENT WILL:**

- › Facilitate any last-minute details, documents and communications needed to ensure an on-time closing.
- › Assist as your advocate, reviewing all documents with you, prior to signing.
- › Be the first to congratulate you on your new home!

## **ONCE YOU ARE IN YOUR NEW HOME WE WILL BE YOUR TRUSTED ADVISOR FOR ALL THINGS REAL ESTATE. YOUR AGENT CAN:**

- › Supply important property information at tax time.
- › Provide market updates with the latest sale price data in your area.
- › Furnish a detailed price valuation of your home at anytime to track your equity growth.
- › Provide annual reports on different home improvement costs and the return on investment each provides.
- › Always be available for your real estate questions or concerns.

