

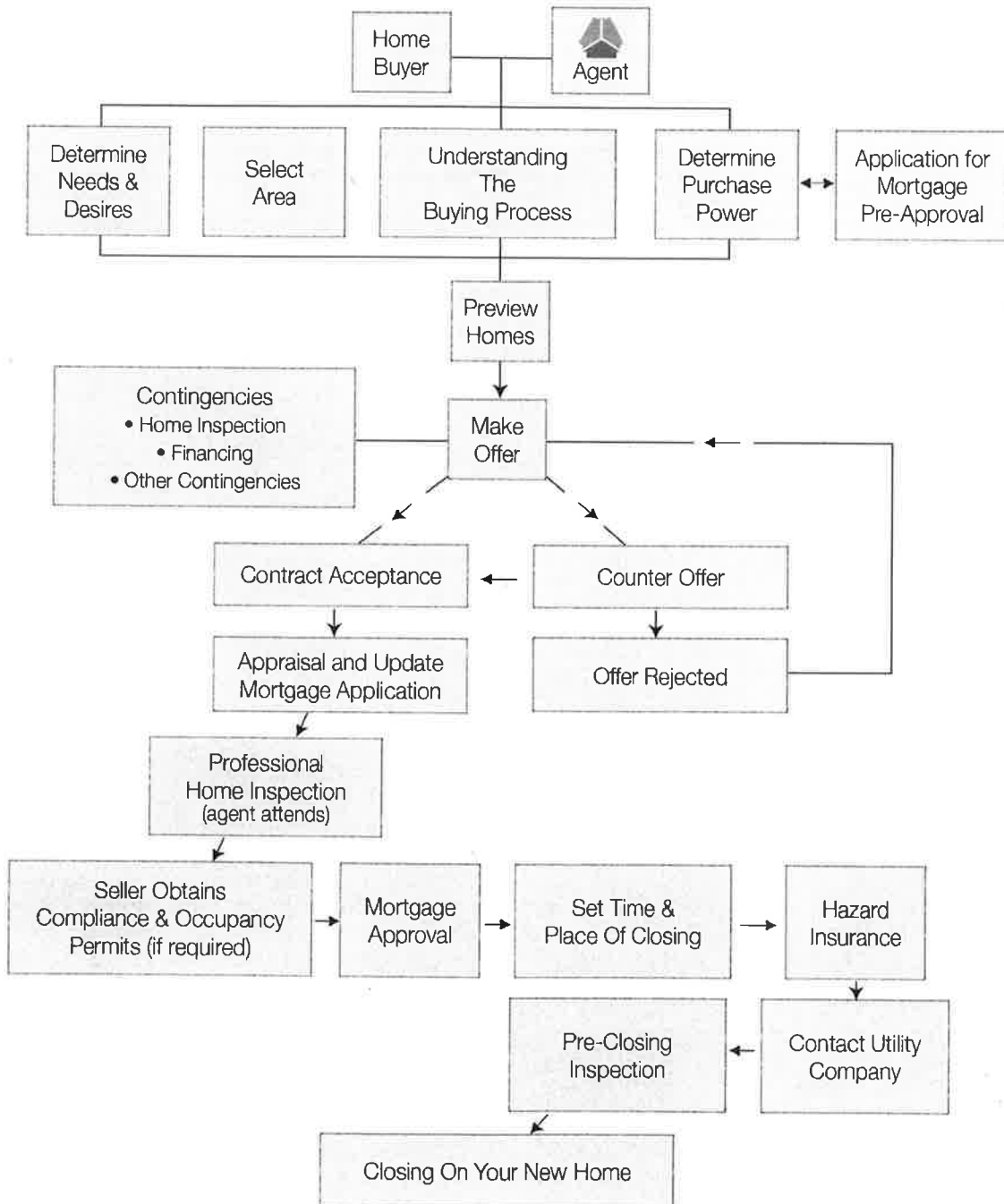


FIRSTWEBER
— REALTORS® —

The human side of real estate.

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A Smooth Home Buying PROCESS



Understanding BUYER AGENCY



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Wisconsin Agency Law Provides for Different Types of Relationships Between Buyer and REALTOR®

THE TRADITIONAL BUYING PROCESS

In the traditional buying process, a real estate agent working with a buyer without a Buyer Agency contract is, by law, working as an agent of the seller. An agent working without a Buyer Agency contract must still be fair in his/her dealings, but is prohibited by law from giving the buyer critical advice such as a professional opinion of a price or in suggesting negotiation strategies.

BUYER REPRESENTATION

Buyer Representation (Buyer Agency) was created in response to buyers' desires to have agents work in their best interests as opposed to the sellers' best interests. First Weber was one of the first brokerages to embrace buyer agency and First Weber agents are encouraged to work as Buyer Agents for buyers if at all possible.

DESIGNATED AGENCY

With Designated Agency, a buyer under Buyer Agency with a broker continues to receive full client services even when purchasing a property listed with another agent in the same brokerage. First Weber, as a full service broker to both buyers and sellers, offers Designated Agency to better serve both buyers and sellers.

THE BENEFITS OF BUYER REPRESENTATION

SERVICES PROVIDED:	Buyer Representation	Traditional Buying Process
• Express a professional opinion of the seller's asking price, based on a Comparative Market Analysis prepared for YOU _____	YES _____	NO _____
• Recommend and assist YOU with negotiation strategies for best price and terms _____	YES _____	NO _____
• Negotiate exclusively on YOUR behalf throughout the transaction _____	YES _____	NO _____
• Critique a seller's property beyond disclosing defects _____	YES _____	NO _____
• Advise on, write the offer, and draft provisions in YOUR best interests _____	YES _____	NO _____
• Protect your confidentiality _____	YES _____	YES _____
• Treat you honestly and fairly _____	YES _____	YES _____
• Respond honestly and accurately to questions concerning the property _____	YES _____	YES _____
• Provide community data and current market conditions _____	YES _____	YES _____
• Present contract proposals in an objective and unbiased manner _____	YES _____	YES _____
• Accompany you to the closing and assist you throughout the process _____	YES _____	YES _____
• Disclose "adverse material facts" about the property _____	YES _____	YES _____



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Based on a 6%
rental increase each year,
if you now pay:



	\$500 per month for rent today, you will pay:	\$600 per month for rent today, you will pay:	\$700 per month for rent today, you will pay:	\$800 per month for rent today, you will pay:	\$900 per month for rent today, you will pay:	\$1,000 per month for rent today, you will pay:	\$1,100 per month for rent today, you will pay:	\$1,200 per month for rent today, you will pay:
THIS YEAR	\$6,000	\$7,200	\$8,400	\$9,600	\$10,800	\$12,000	\$13,200	\$14,400
NEXT YEAR	\$6,360	\$7,632	\$8,904	\$10,176	\$11,448	\$12,720	\$13,992	\$15,264
3RD YEAR	\$6,742	\$8,090	\$9,439	\$10,787	\$12,135	\$13,483	\$14,832	\$16,180
4TH YEAR	\$7,146	\$8,575	\$10,005	\$11,434	\$12,863	\$14,292	\$15,721	\$17,151
5TH YEAR	\$7,575	\$9,090	\$10,605	\$12,120	\$13,635	\$15,150	\$16,665	\$18,180
6TH YEAR	\$8,029	\$9,635	\$11,242	\$12,847	\$14,453	\$16,059	\$17,665	\$19,270
7TH YEAR	\$8,511	\$10,213	\$11,916	\$13,618	\$15,321	\$17,022	\$18,724	\$20,427
8TH YEAR	\$9,022	\$10,826	\$12,631	\$14,435	\$16,240	\$18,044	\$19,848	\$21,652
9TH YEAR	\$9,563	\$11,476	\$13,389	\$15,301	\$17,214	\$19,126	\$21,039	\$22,951
10TH YEAR	\$10,137	\$12,164	\$14,192	\$16,219	\$18,247	\$20,274	\$22,301	\$24,328
TOTAL PAID IN 10 YEARS FOR RENT	\$79,085	\$94,901	\$110,723	\$126,537	\$142,356	\$158,170	\$173,986	\$189,803