

LEADERSHIP



Joy Pouwels of Team Pouwels - Licensed in 1996

Being raised as a Pastor's kid, I grew up in an environment of servant leadership and a get-it-done mentality. No job was too big or too little, you just did whatever it took to accomplish the task at hand. It also offered the opportunity to get to know people from all different walks of life and appreciate their unique qualities. These experiences and values are things that have helped me to be successful in this industry. After all, this is a people industry and people count on you to do whatever it takes on their behalf to get the job done and accomplish the goals at hand. In 2016 I obtained my Brokers license and could fulfil another passion of training and coaching.

Don Pouwels of Team Pouwels - Licensed in 2000

I have worked in the customer service industry all of my adult life. Starting at Broadway Chevrolet in the sales department and moving into the role of Finance Manager. In 2000, I obtained my real estate license and made the change to full-time realtor. I furthered my education by obtaining my ABR, GRI and CCIM 101-102. I have a passion for both residential real estate and commercial real estate. Each industry is so different and challenging. The industry offers great opportunity to anyone who works hard and puts their client's interest first.



Dan Ludwig - Licensed in 1996

I'm a different person with a totally different attitude of life. I help people in the real estate business become unforgettable and different from others, which helps them become highly successful. I believe that knowledge is power and believing is success. This will give you the confidence you need to reach your goals. You can no longer be a salesperson in this business to be successful. It takes a counsellor, educator and adviser to earn the respect you need from your customers and clients. I would enjoy meeting with you to discuss your opportunities here at Shorewest, REALTORS®.

Cathy Ludwig

As the newest member of the Shorewest team, my role takes on a different view. With a background in education, my knowledge of real estate comes from being the wife of a realtor/broker! At Shorewest we value our employees, our clients, and our community and believe that increasing our visibility vital to our success. My contribution to the company is to help strengthen relationships within the office, as well as the office relationships within the Green Bay, Door County, and surrounding communities. I look forward to the opportunity to work with you!



OFFICE STAFF



Mary Elmer (Accounting)

- Generate agent commission checks & percentages
- Verify earnest money
- Distribute Shorewest Experience post-closing cards
- Generate agent invoices / accept payments
- Calculate marketing dollars
- Generate anniversary reports
- Generate 1099's



Jen Anderson (Closing Specialist)

- Accepted offers & closing transactions
- Generate agent commission checks & percentages
- Verify earnest money
- Agent onboarding
- Home warranties
- Distribute Shorewest Experience post-closing cards



Emilie Tenor (Marketing)

- Social Media Help
- Design Help (Social Posts, Advertising, Mailings)
- Computer Assistance
- Business Cards
- Name Tags
- Note Cards
- Shorewest Swag



Gabi Toyne (Green Bay Admin)

- New Listings / Accepted Offers / Closings
- Price Changes & Extensions
- Lockbox Distribution
- Realtor Mailings / Postcards
- Floor Schedules
- Broker Opens / Open Houses
- Earnest Money



Becky Bittorf (Door County Admin)

- New Listings / Accepted Offers / Closings
- Price Changes & Extensions
- Lockbox Distribution
- Realtor Mailings / Postcards
- Floor Schedules
- Broker Opens / Open Houses
- Earnest Money





ABOUT SHOREWEST

John A. Horning's mission to establish Wisconsin's premier real estate company began in 1946 under the name Wauwatosa Realty. Conducting business within his home office, Horning sought to provide his clients with exemplary customer service that extended beyond a transaction. He looked to instill a familial relationship with each customer, imparting Midwestern values of hard-work and dedication.

With 70+ years of continuous growth and a steadfast commitment to helping Wisconsin families, the company currently comprises of over 26 offices and 1,000 sales associates. The Shorewest family of companies includes: Wisconsin Mortgage Corporation, Heritage Title Services, Shorewest Real Estate Institute, and Shorewest Insurance Associates. We are Wisconsin's Largest Home Seller.

Despite exponential growth, the fact remains: we're a family-owned business, and we act as such. Joe and John P. Horning, the President and Executive Vice President respectively, uphold the same values their grandfather championed from the outset. Our mission statement reflects this sentiment and is what drives our associates and team every day.

We are a team...

Proudly independent;

Dedicated to serving the housing needs of Wisconsin;

Committed to unsurpassed customer service;

Pledged to share our talents for mutual growth and prosperity.

Steady leadership for the road ahead.

Joe and John P. Horning represent the third generation of leadership at Shorewest, having taken the reins in 2002. Joe (President) and John P. (Executive Vice President) joined Shorewest after college and have since proven themselves as accomplished business leaders.



The people who make it all happen.

You don't become Wisconsin's Largest Home Seller without an exceptional sales staff. At Shorewest, our 1,000-plus associates know the market and are driven to put your needs first. With 26 offices located throughout Wisconsin—each with a full-time manager for support—you'll get the responsiveness you need whether you're buying or selling a home. We train our people to be the best, so the service you receive is nothing short of just that.

ShoreWEST
REALTORS®



WHAT IS NINJA SELLING?

Ninja selling is a sales system developed by Larry Kendall and The Group, Inc., Real Estate in Colorado and is now taught in the United States, Canada, and Spain. The system is based on a philosophy of building relationships, listening to the customer, and then helping them achieve their goals. It is less about selling and more about how to create value for people.

It is called Ninja Selling because one of The Group sales partners (Jim Dunlap) who helped develop the system was nicknamed "The Ninja" by the staff in his office. Jimmy D. had great sales volumes, great customer satisfaction and referrals and yet seemed to have a life outside of his career. He had by far the highest income per hour of any salesperson in the company. Larry Kendall began documenting the sales systems used by the original Ninja and other top sales people at The Group. Ninja Selling is the result.

The mission of Ninja Selling is to help people increase their income per hour through higher customer satisfaction and referrals as well as enhanced sales systems and communication skills.

Ninja Selling is a sales system that gives predictable results. Sales associates know that "when they work on the system, the system works for them", and they can be "On-Purpose" REALTORS versus "On-Accident" REALTORS.

THERE ARE FOUR UNIQUE PRINCIPLES OF NINJA SELLING:

1. Stop Selling! Start creating value.
2. Business Strategy: Focus primarily on people who know you.
3. Customer Centric: It's all about them, not about you.
4. Personal Mastery: When you get better, your business gets better.

Ninja Selling is based on a belief in abundance and the power of focused energy and synergy with others. The symbol used for Ninja Selling is the Japanese symbol for "Ki" or the universal energy (spirit) that connects all things. Ninja Selling is based in the philosophy of the non-violent martial art, Aikido - the way of harmonizing energies.



NINE HABITS TO PROACTIVELY CREATE SUCCESS

We become what we do repeatedly. Excellence, therefore, is not an act. It's a habit.
-Aristotle

(Daily Habits)

1. Daily Gratitudes and affirmations
 - The end of your day will become how you started your day
 - Mindset IS everything
 - Unique daily affirmations App on your phone
2. Show Up! (Hour of Power)
 - Resist the addiction of checking email, social media first
 - Instead, start each day with 1-2 hours of productive work
 - Work "on" your business then "in" your business
 - Home Office or SWR Office
3. Write two personal notes
 - Note writing has become extinct
 - Notes have become a very powerful relationship tool
 - Thank you...Congratulations...Thinking of you...Just Because
4. Review and add to hot list.
 - People who know they want to buy/sell in the next 90 days
 - Done correctly you will move people from warm list to hot list
 - "Who can I write an offer with this week?"
5. Review and add to warm list.
 - These people may not even know they want to buy/sell YET
 - You know they want to because you see changes in their life
 - These people will probably buy or sell within the next year
 - The biggest lost money activity in real estate.

(Weekly Habits)

6. Make my customer service contacts (From Hot/Warm Lists)
 - These are your active buyers/sellers
 - Take super care of these people because...
 - Your next transaction is embedded in this transaction
7. Complete two RE reviews or Buyer Wealth reviews
 - Your intention is to be their Proactive Trusted Advisor
 - Providing this service puts you at top of mind
8. My Sphere Connection
 - Either live (use your I time), text, messenger or social media
 - Use the direct approach to ask for referrals
9. Update my data base
 - Add to your data base in swragentpro
 - Get emails from everyone in order to stay in consistent FLOW



WHAT IS A SPHERE?

Sphere of Influence in Real Estate

- Definition: A group of people upon which you have influence because they know you. Includes family, friends, those with whom you do business, fellow organization or club members, etc.
- Increasing your sphere of influence should be an ongoing goal that will pay off in business over time.
- **Also Known As: SOI**

YOUR DATABASE/"CNS"

- Many refer to their database as their business "Central Nervous System" or CNS.
- Keeping your "CNS" accurate & updated is a crucial part of running your own business.
- What defines a **complete contact** in your CNS?
 - Name
 - Phone Number
 - Mailing Address
 - Email

WHAT IS FLOW?

FLOW is defined as: **Frequency of Interaction**

More than 84% of clients say they would use their agents again - but only 12% do!

Two types of FLOW to learn & be committed to:

Auto FLOW - Marketing that occurs automatically each month - once YOU set it up.

Live FLOW - Meeting in person.



REAL ESTATE CONVERSION RATES

Cold direct mail	2,000:1
Cold internet lead generation	1,600:1
Cold phone solicitation	500:1
Door knocking	100:1
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Personal contact with friends	50:1
Ad calls	25:1
Sign calls	20:1
Open Houses	15:1
Floor time	10:1
Past buyers	9:1
Past sellers	4:1
Referrals	3:2

While all of these strategies work, very successful agents are focused on the vital few that give the biggest return for their investment of time and money.

Source: National Association of Realtors



New Agent Costs

Start Up - One Time Costs

FEE TYPE	WHO YOU PAY	RANW	DCBR	COMMENTS
LICENSING FEE	STATE OF WISCONSIN	\$75	\$75	
NEW MEMBER FEE	RANW OR DCBR	\$275	\$525	
LOX BOX SYSTEM	RANW OR DCBR	\$100	\$100	
START UP - ONE TIME		\$450	\$700	

Start Up and Recurring Costs

BOARD OF REALTORS DUES	RANW	\$777	\$668	PRORATED AT TIME OF START
E&O INSURANCE	SHOREWEST GREEN BAY	\$295	\$295	PRORATED AT TIME OF START
SW AGENT PAGE	SHOREWEST GREEN BAY	\$99	\$99	PRORATED AT TIME OF START
TOTAL YEARLY		\$1,171	\$1,062	
TOTAL YEARLY WITH SW WEBSITE		\$1,426	\$1,317	WEBSITE PRORATED AT TIME OF START

TOTAL START UP ONE TIME & ANNUALLY		\$1,621	\$1,762	
TOTAL START UP ONE TIME & ANNUALLY WITH WEBSITE		\$1,876	\$2,017	

Recurring Monthly Expense

MLS FEE	SHOREWEST GREEN BAY	\$46	\$48	
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*DOOR COUNTY MLS BILLS QUARTERLY \$144



Shorewest Support and Benefits

CULTURE

- Team Comradery
- Positive Environment
- Family Oriented
- Community Driven
- Charity Focused
- Integrity and Trust
- Top Producers
- Owners Who Care and Support their Agents
- Quarterly Events

TRAINING (IF APPLICABLE)

- Sales (basic to advanced)
- Systems (basics to advanced)
- Contracts and Law
- Process and Procedure Training
- Ongoing Opportunities
- Marketing/Social Media

COACHING (IF APPLICABLE)

- 1st 3 listings
- 1st 3 offers
- Business Planning
- Goal Setting and Tracking
- Individual and Group Support
- Ninja Selling

MARKETING / SOCIAL MEDIA

- Create Your Marketing Plan
- Marketing Plans Designed and Implemented for You
- Design Your Brand
- Design Postcards, Brochures, Etc.
- Shorewest.com, You Tube, Guided Tours
- Listing PowerPoint Presentation
- Social Media Shareables
- Custom Buyer Presentation
- Custom Seller Presentation
- Social Media posting / boosting for each listing

GRAPHIC DESIGNER

- Design Templates
- Marketing Pieces
- Power Point Presentations
- Custom CMA's

LISTING COORDINATOR

- Process New Listings
- MLS Assistance
- Inputs and Enhances Photos
- Custom Listing Brochure
- Custom Listing Binder
- Listing Activity Report
- Testimonial Tree
- Social Media Boosting / Ads
- 25 Up / 25 Down Mailing for Just Listed/Sold
- Free Sign Installation for Brown County
- Agent Branded App
- Database Management



ADMINISTRATION

- New Listings
- Postcards
- FARM Management
- Other Mailings (magnets, holiday cards, etc.)
- Shorewest Experience

IT STAFF

SUPPLIES

- Paper
- Listing Binder Supplies
- High Quality Printing (Color and B/W)
- Signs (and Installation and Removal)

MONEY

- Aggressive Commission Structure
- Commission Checks Available the Same Day as Closing
- Franchise Fee Only 2.5% and Shared by Company
- Monthly Bonuses or Incentives Offered
- Earn Marketing Dollars
- Monthly Top Producer Recognition
- \$60 Postage Each Month (Can combine 2 months)

TECHNOLOGY

- Shorewest.com
- Swr Agent Pro App
- SW Branded App
- SwrAgentPro.com
- DotLoop
- Video Library
- Text Message Alerts
- Presentation Rooms with Apple TV's
- Google Drive
- Lead Generation

PERKS

- Inquiries to Listing Agent First then to Floor Person
- OP-City Leads
- Relocation Department/Business Development Leads
- Nightly and Weekends Floor
- Time Opportunity
- Monthly Sales Meetings with Lunch
- Commercial Division

MORE ADDED BENEFITS

- \$0 Desk Fees
- \$0 Copy/Printing Fees
- \$0 Tech Fees
- \$0 Lock Box Fees
- \$0 Sign Installation Fees
- \$0 Announcement Fee
- \$0 Prof. Photo Fee
- \$0 for 500 Business Cards
- \$0 Anniversary Cards
- \$0 for first set of 5 Sign Riders
- \$0 Open House Sign
- \$0 Training
- \$0 Mentoring
- \$0 Coaching

Shorewest REALTORS® Reputation, Benefits and Support Cannot be Beat.....

ShoreWEST
REALTORS®

