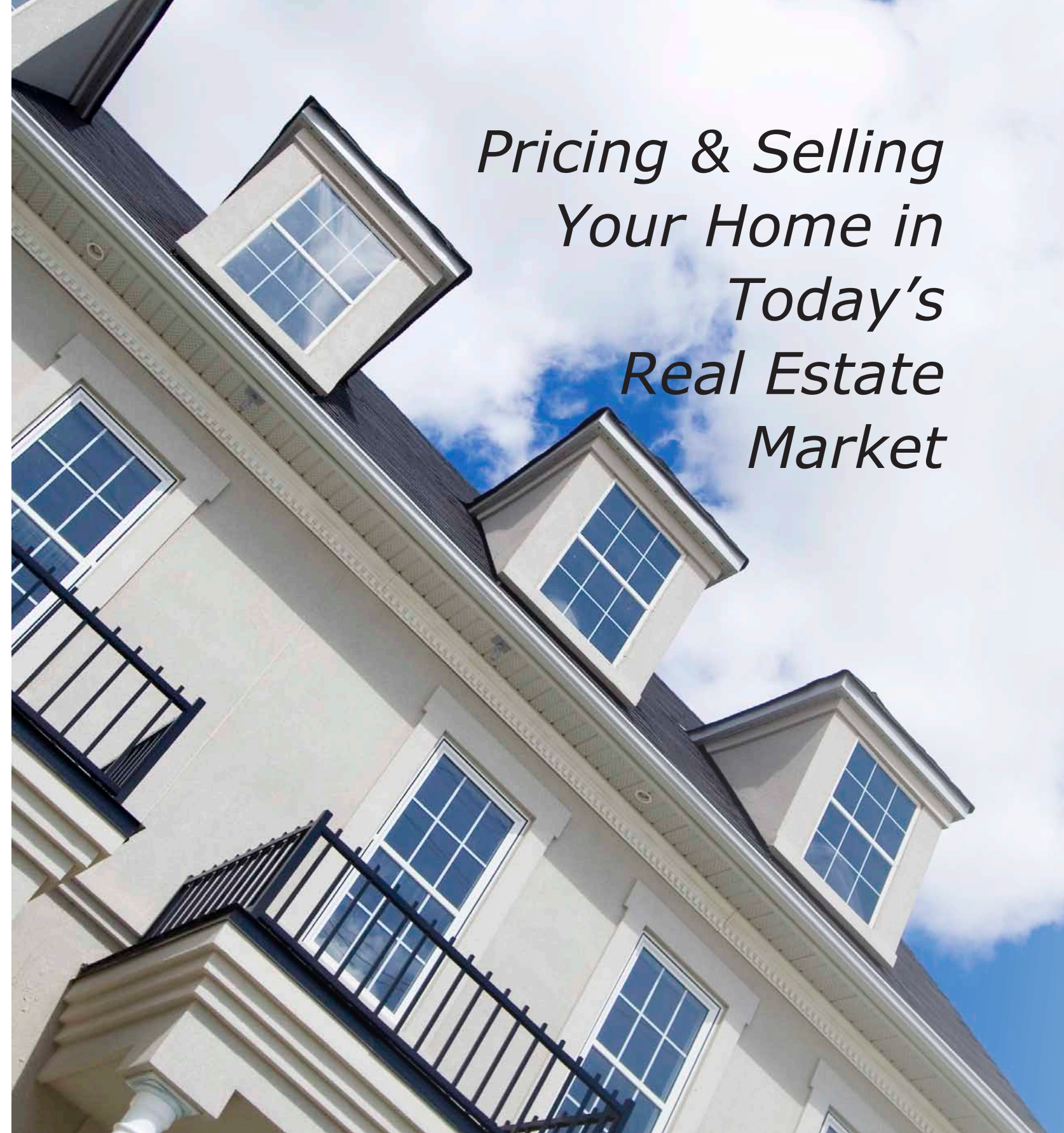


### Past Development Projects

- Phase 1 & 2 of The Beerline River Homes
- 1522 On The Lake
- Theinsville Village Homes
- The Lofts on Broadway
- Cambridge Heights
- Astor Court Condos
- Brokered the sale of the Blatz apartments



*Pricing & Selling  
Your Home in  
Today's  
Real Estate  
Market*



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*"People Don't Care  
How Much I Know...  
Until They Know How  
Much I Care!"*



*"Larry's experience, dedication and hard work make him one of the finest professional real estate agents in Metro Milwaukee. Larry is highly accomplished, experienced and ambitious. He has strong market knowledge and experience. Larry's interest in learning is well expressed in Larry being an early adapter of technology as it relates to marketing."*

-Judy Hearst, RVP  
Coldwell Banker Residential Brokerage

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## **Meet Larry Weiss** **Milwaukee Real Estate Specialist**

**SRES®** (senior Real Estate Specialist)  
**EcoBroker®** (Specialist in energy efficiency & environmentally friendly real estate)

### **Personal Information:**

Larry Weiss is a lifetime resident of the Milwaukee area. He attended Washington High School and has his associates degrees from Milwaukee Institute of Technology in both real estate and business. He was in Lithography for 15 years before entering the real estate business.

Larry believes in doing things the right way. He is a strong believer in education and is passionate about his business. He is full time and devoted to doing the best job for his clients.

Larry and his wife live in a wonderful building overlooking Milwaukee's lakefront. Besides panoramic views, they love being a part of the dynamic revitalization of the "city" with loads of summer festivals, new restaurants, stylish shopping and the fantastic Calatrava Art Museum. Not for one second do they miss caring for a large yard, cleaning gutters or shoveling snow. Now they are content to wander through antique shops, try new restaurants, hear great jazz; in short, enjoy a terrific lifestyle! He is now involved in the sale of luxury condominium projects so others can enjoy this wonderful life to which they have grown so accustomed. Sounds great doesn't it? See for yourself!!!

### **Real Estate Resume**

- Over 27 years of experience
- Full Time Coldwell Banker Real Estate Agent
- Condo Specialist- Specializing in the Downtown/East Side Milwaukee Condos
- Head Relocation Coordinator
- Relocation Specialist Education
- Degree in Business & Real Estate
- Graduate of Dale Carnegie, Floyd Wickman & Ninja Sales (1 & 2) courses

### **Awards (The Ultimate Reward is Your Referral)**

- 4 times "Players Choice Award" recipient
- Sterling International Award-
- Top 100 realtors in the midwest
- Diamond International Award

## **As a SRES® (Senior Real Estate Specialist) I will provide the following services:**

**A customized approach to each situation, and I will work with how the senior's living situation fits into an overall plan.**

- **I will offer my expertise and patience without condescension.**
- **I will provide an awareness of options and solid, reliable referrals for specific situations to explore those options.**
- **I will offer a variety of choices to reduce out of pocket expenses, gain cash, or create or defer income streams to either stay independent or finance assistance.**

We have discovered that the senior client brings a different set of concerns to the table when considering buying or selling real estate. Security, maintenance, trust, finances, independence, future health, and downsizing seem to be the most prevalent. Security is a major concern with most seniors considering a move. They may have recently lost a spouse, and are not used to living alone. They may have some health condition that makes them feel vulnerable. Sometimes their neighborhood has deteriorated and they no longer feel safe. These are all valid concerns that we are sensitive to when we talk with the senior about a move.

**Maintenance and upkeep** of their current home is a huge concern for many seniors. Deferred maintenance issues can sometimes lead to unsafe living conditions in the home, or become a roadblock to the future sale of the property. Our brokerage works with several skilled and trustworthy contractors that can quickly determine the problems and offer the best solutions.

**Trust** is a factor with any real estate transaction. It is a paramount for the senior client. We have learned to listen very carefully for the real concerns of our clients. It is not always apparent during the first meeting. We pride ourselves in the development of the relationship as we try to address all of the person's concerns. We have the patience, understanding, and experience to build that trust.

**Finances** are also a concern for anyone involved in a real estate transaction. The current senior client has very negative feelings about debt; they always prided themselves on living within their means and paying things off. It is no different with a home. Our experience is that if the client has a good equity position in their current property, they want to transfer that into the new home. We have many resources in the financial field that can help with any type of arrangement.

**Independence** is important to the senior client. Finding the best solution to keeping the person independent in a safe environment is the goal. Our company has the resources to help with some of the critical decisions about independent living that are available beyond that.

**Downsizing can be an overwhelming** and daunting task for many seniors. It will often cause some of the most stress when considering a move. We offer suggestions and solutions based on our previous experience in this area. Sometimes we will suggest the client talk with someone that has gone through the process already. Being sensitive to the problem is also very important. Things have sentimental value and memories tied to them.

*"I'll make YOUR next move truly your best"*

*Larry Weiss*

