



starkhomes.com  
For ALL MLS Listings

## THE STARK DIFFERENCE

### THE MOST TRUSTED NAME IN REAL ESTATE

Stark Company Realtors® is the oldest and one of the largest real estate firms in South Central Wisconsin. We have a rich tradition of continuous Stark family ownership that dates back to 1908. Our four generations of success is founded on promises kept, to our customers, to our staff, and to our community. We make this pledge: "No other real estate firm of any size will be organized to serve our customer's needs as completely, as professionally, and as successfully as Stark Company Realtors®."

### EXPERIENCED, FULL TIME SALES TEAM

At Stark Company Realtors®, real estate is a calling, not a hobby. All our Realtors® are carefully selected, rigorously trained, and held to a very high standard of performance and service. Our Realtors® average over 9 years of experience, and many hold advanced designations in real estate practice.

### MARKET SHARE

Stark Company Realtors® is consistently ranked between 175th and 210th in the nation in sales, out of over 70,000 firms, by Real Trends Magazine, the real estate industry's leading news source. Our local market share is usually 1st or 2nd in most markets we serve.

### HIGHEST LOCAL NAME RECOGNITION

Stark Company Realtors® ranked #1 in Dane County in Brand Name Recognition, and was the #1 ranked real estate firm when consumers were asked who they would choose to buy or to sell a home. Customers choose Stark Company Realtors® most often to serve their real estate needs, creating the most active marketplace for you to access. (Source: Kroupa & Associates Dane Trak Survey, April 2006 and 2007.)

### A NATIONAL REPUTATION FOR GROWTH

In 2007, Stark Company Realtors® was proud to be named by Real Trends as one of only 15 firms in the entire nation to be ranked in the top 100 for growth in all of the following categories: transactions, transactions per associate,

financial strength and growth in customer services. (Source: People Still Matter, by Steve Murray, Editor, Real Trends Magazine, data collected by Real Trends from 1995 to 2005 while assembling their annual ranking of the 500 largest real estate firms in the nation.)

### REAL ESTATE MARKET SOURCE NEWSLETTER

Stark Company Realtors® is the only real estate firm in South Central Wisconsin to publish a quarterly market newsletter to help our clients, and our Realtors®, understand and manage our challenging market. It is part of our mission to be your source for timely, useful real estate knowledge.

### FULL TIME MANAGEMENT

We are the only firm in the area with management in every office dedicated completely to supporting our Realtors®, enforcing our standards, and helping to provide you with the best real estate experience possible.

### INCREASED ODDS OF CLOSING ON TIME

Our research shows that closing according to the original contract dates is the single most important performance measure to our clients. Stark Company Realtors® has an over 90% success rate, compared to a nationwide industry average of less than 50%.

### THE AREA'S MOST ADVANCED WEB SITE: STARKHOMES.COM

Generally regarded as the most complete and well organized real estate web site in the market, **StarkHomes.com** has many exclusive or innovative features:

- Over 22,000 distinct users per month access our web site for its rich content.
- All the listings available in the South Central Wisconsin Multiple Listing Service can be conveniently viewed on our web site.
- "Map Finder" Property Search-Our customers can define the area they want to search on a map, and Map Finder will return all properties for sale that meet their criteria.
- "Home Finder"- Each month, over 50,000 emails are automatically sent to customers who have registered

on our exclusive "Home Finder" feature whenever a home that meets their specific criteria comes on the market.

- Digital Photos-Twelve interior and exterior shots are automatically taken of every home we list. These photos are published on our web site.
- "On-line Open House"- 360 degree panoramic photos are also included on many of our listings.
- "Personal Open House Tour & Map" - With Open Houses updated 24/7, you can save time by previewing all coming week's open houses and create a personal tour list of the open houses you wish to visit. You can also create a map with travel directions that takes you from your home to each of the open houses you've chosen to visit. Another Stark innovation saving you time and making touring open houses easier.

### **STARK SHOWING LINE**

Our exclusive Showing Line is available 7 days a week to set up and confirm showings on all our listings, so appointments for potential buyers are never missed. A computerized log of all showings on every listing is maintained and available at any time.

### **STARK ESSENTIALS**

Our comprehensive home services division can assist buyers and sellers with many of the details associated with moving. From arranging moving companies, home repairs, inspections, staging, or taking care of such routine tasks as utility hookups, phone, internet and cable services, newspaper subscriptions and more, we make moving easier.

### **DOMINANT ADVERTISER IN THE WISCONSIN STATE JOURNAL "HOMES" SECTION**

Stark Company Realtors® is also one of the largest advertisers in the Sunday WSJ Homes Section, South Central Wisconsin's primary real estate classified medium. We run a regular, highly visible display section, as well as many other in column and small displays throughout the publication.

### **FULL SERVICE RELOCATION DIVISION**

Over 25% of buyers normally come from outside our market area, and Stark Company Realtors® Relocation Division offers them a full array of personalized services. These include area tours, packets filled with community information, rental assistance, and interim housing. We are a member of *Leading Real Estate Companies of the World™*, the country's largest independent relocation network, through whom we exchange both incoming and outgoing referrals with the best independent firms in the nation. In 2005, we became one of only 34 firms nationwide to earn LRECW's highest award, the RELO Quality Certification.

### **IN HOUSE GRAPHIC DESIGN CAPABILITY**

Our exclusive Design Center helps our Realtors® create promotional pieces for our listings, including color brochures, flyers, mailers, and our unique "Auto-Mailers" that announce new listings and open houses to selected neighborhoods.

### **FULL ACCESS TO REAL ESTATE SERVICES IN-HOUSE**

A real estate transaction involves more than just brokerage services. To assure our clients the very best results, we are affiliated with the following service providers:

- South Central Mortgage, a Chase Home Finance Affiliate-More real estate transactions fail to close on time because of problems with financing than from any other source. South Central Mortgage is the only local mortgage company that guarantees its performance to you in the following critical areas: your Good Faith Estimate will not change before closing, your appraisal and commitment will be on schedule, and the loan package will be available 24 hours before the closing on the date specified. We have professional loan officers available in most of our offices to assist you.
- Universal Home Protection-Your home can be protected from major mechanical failures during the time it is listed for sale, or for one year after closing, providing peace of mind for both buyers and sellers.
- Preferred Title Services LLC, Wisconsin River Title, and Land Title-Our affiliated title companies offer comprehensive title and closing services in Dane, Sauk, Columbia, and Rock Counties. Our relationship ensures smooth handling of all the closing details, including title insurance and title searching, closing statements, loan payoffs, prorations, document recording and drafting.

### **COMMITMENT TO OUR COMMUNITY**

We are fortunate to be living in South Central Wisconsin, and throughout our history we have taken great pride in giving back to our community. We are by far the largest contributor among real estate firms to the United Way of Dane County, ranking in the top 50 contributors among all Dane County businesses. In 2006, Stark Company Realtors® sponsored and built a home for Habitat for Humanity. We are also active contributors or volunteers for the Meriter Foundation, the YMCA of Dane County, the American Heart Association, the Boys and Girls Club, and many other local organizations. Each year, the company recognizes one associate for outstanding community service with its most prestigious internal award, the Paul E. Stark Award.