

Plan of Operation - Shorewest, REALTORS®

1. Business Overview

- **Business Name:** Shorewest Realtors, Inc.
- **Business Structure:** S-Corp
- **Broker of Record:** Joe Horning and John Horning
- **Office Address:** 3885 S Moorland Road, New Berlin
- **Contact Information:** 262-784-8466, www.shorewest.com

2. Mission Statement

"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.."

3. Services Offered

- Residential and some Commercial Sales
- Buyer and Seller Representation
- Mortgage Services through Wisconsin Mortgage Corp.
- Title Services through Heritage Title Services, Inc.
- Property and Casualty Insurance
- Real Estate Education

4. Licensing & Compliance

- Maintain valid broker and agent licenses
- Comply with all state real estate commission regulations
- Adhere to Fair Housing Laws, ADA, and all relevant local ordinances
- Maintain Errors and Omissions (E&O) insurance

5. Office Operations

- **Office Hours:**
 - M-F 8:30am-5:00pm
 - Evenings and weekends by appointment
- **Staff:**
 - Manager, Adam Purcell
 - Asst Manager, Paula Bailey
 - Admin, Therese Hutchingon
 - 50 licensed real estate agents (independent contractors)

ShoreWEST
REALTORS®

