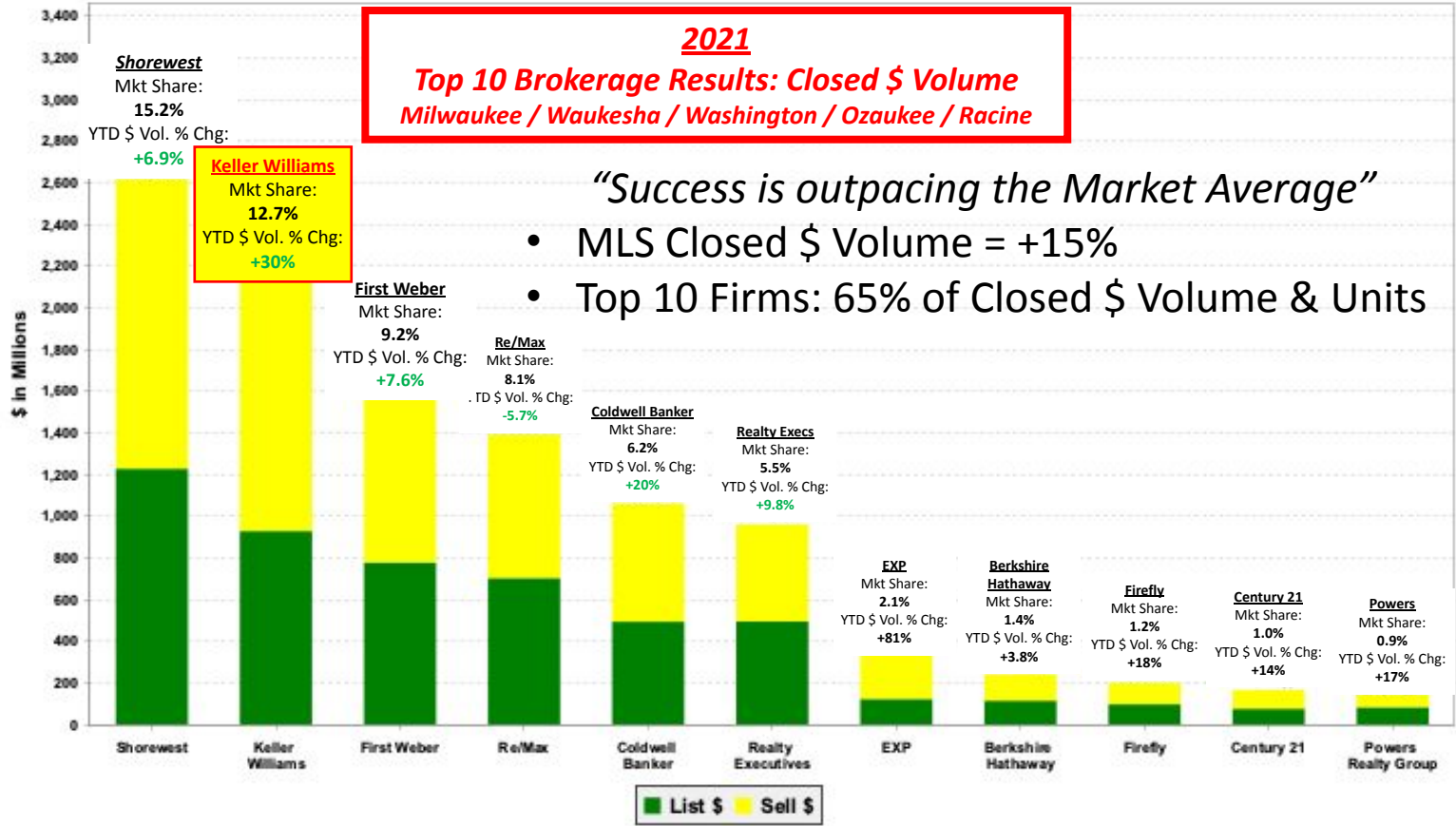


Language of Real Estate

LORE Report 2021



Total \$ Volume (By CMS Total Brokerage Comparison)



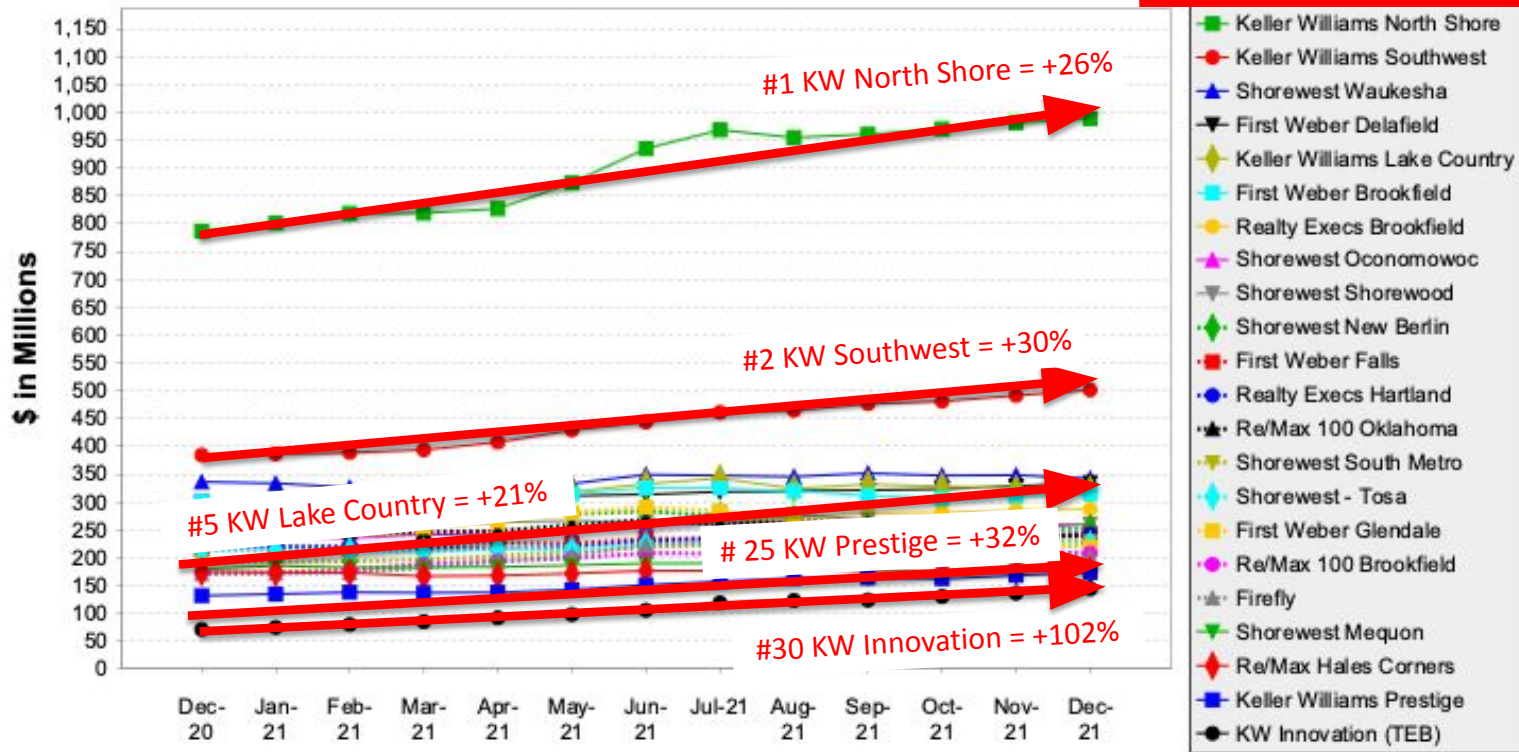
MLS: METROMLS Date: 01/01/2021 - 12/31/2021 Type: CMS Status: Total Sold List+ Sell Pric All Construction Type: All Bedrooms: All Bathrooms: All
 Property Types: Single-Family:(Single-Family), Condominium:(Condominium), Vacant Land:(Vacant-Land), Two-Family:(Two-Family), Multi Family:(Multi-Family), Other Classes:(Comm/Industrial)
 Counties: Milwaukee, Racine, Ozaukee, Washington, Waukesha

Market Share Trends

Annualized \$ Volume - Top 25 Offices in Milwaukee

Total Sold List + Sell
12-Month Rolling Time Period

Rolling 12 Month
Trend Analysis
By Office Location
Closed \$ Volume



MLS: METROMLS Date: 12-Month Rolling Period Type: CMS Status: Total Sold List Price: All Construction Type: All Bedrooms: All Bathrooms: All
 Property Types: Single-Family: (Single-Family), Condominium: (Condominium), Vacant Land: (Vacant-Land), Two-Family: (Two-Family), Multi Family: (Multi-Family), Other Classes: (Comm/Industrial)
 Counties: Milwaukee, Racine, Ozaukee, Washington, Waukesha
 Statistics are calculated using list-side and sell-side data. This may result in the double-counting of some properties due to double-ended brokerage transactions.
 Each node on the chart represents a period of 12 consecutive months determined on a rolling basis with a new 12-month period beginning on the first day of each calendar month.



LORE REPORT
LANGUAGE OF
REAL ESTATE

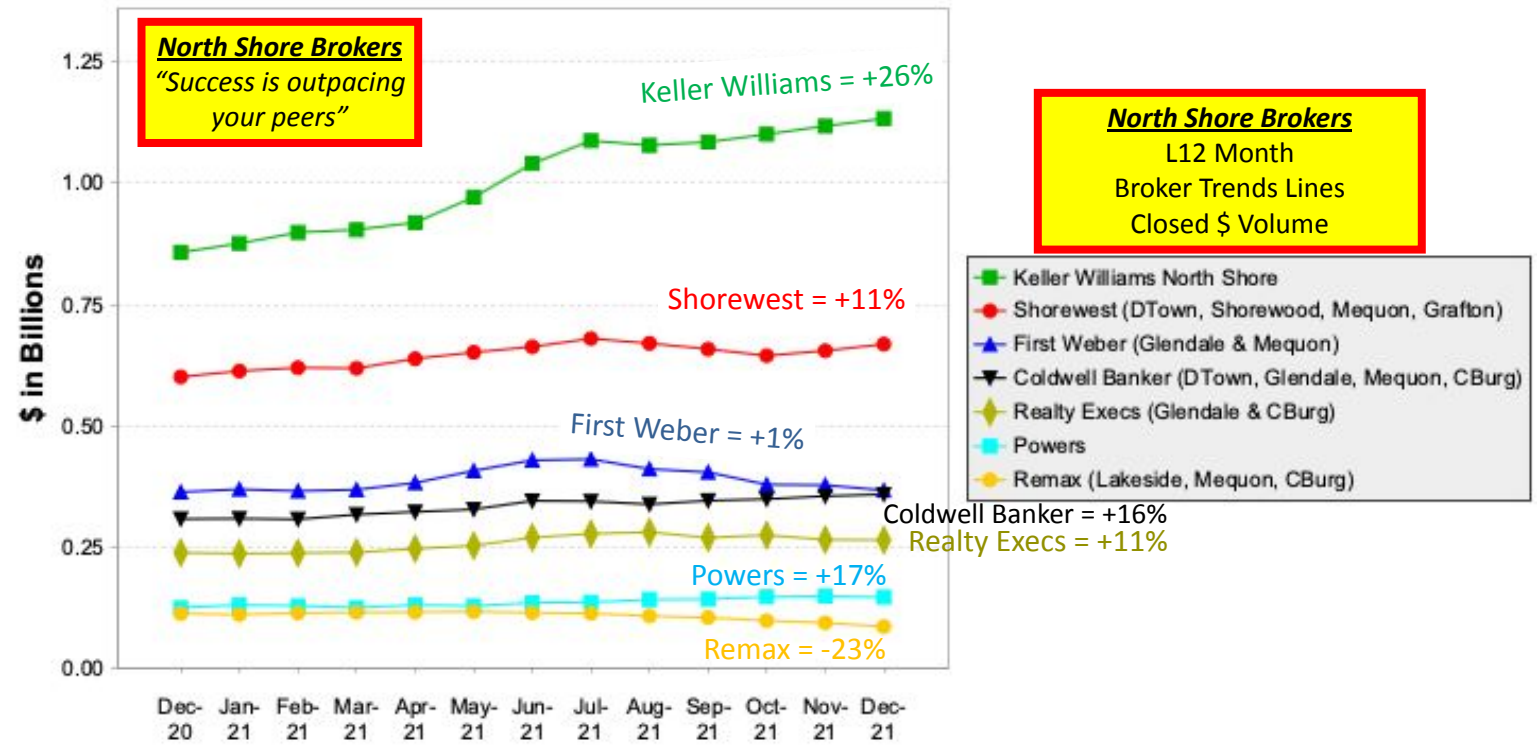
2021

	Metro MLS	KW North Shore & Innovation
Closed Units	+5.7%	+21%
Closed Sales Volume	+15%	+33%
Listings Sold Units	+5.7%	+15%
Listings Sold Volume	+15%	+26%
Listings Taken Units	+4.0%	+16%
Listings Taken Volume	+8.2%	+16%
Contracts Written Units	+4.6%	+25%
Contracts Written Volume	+12.1%	+38%

Market Share Trends

Annualized \$ Volume - North Shore Broker Comparison

Total Sold List + Sell
12-Month Rolling Time Period



MLS: METROMLS Date: 12-Month Rolling Period Type: CMS Status: Total Sold List Price: All Construction Type: All Bedrooms: All Bathrooms: All
 Property Types: Single-Family:(Single-Family), Condominium:(Condominium), Vacant Land:(Vacant-Land), Two-Family:(Two-Family), Multi Family:(Multi-Family), Other Classes:(Comm/Industrial)
 Counties: Milwaukee, Racine, Ozaukee, Washington, Waukesha
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LORE REPORT
LANGUAGE OF
REAL ESTATE
Year to Date
2021

(Through June)

	Metro MLS	KW Lake Country
Closed Units	+5.7%	+60%
Closed Sales Volume	+15%	+25%
Listings Sold Units	+5.7%	+71%
Listings Sold Volume	+15%	+29%
Listings Taken Units	+4.0%	+66%
Listings Taken Volume	+8.2%	+20%
Contracts Written Units	+4.6%	+66%
Contracts Written Volume	+12.1%	+35%

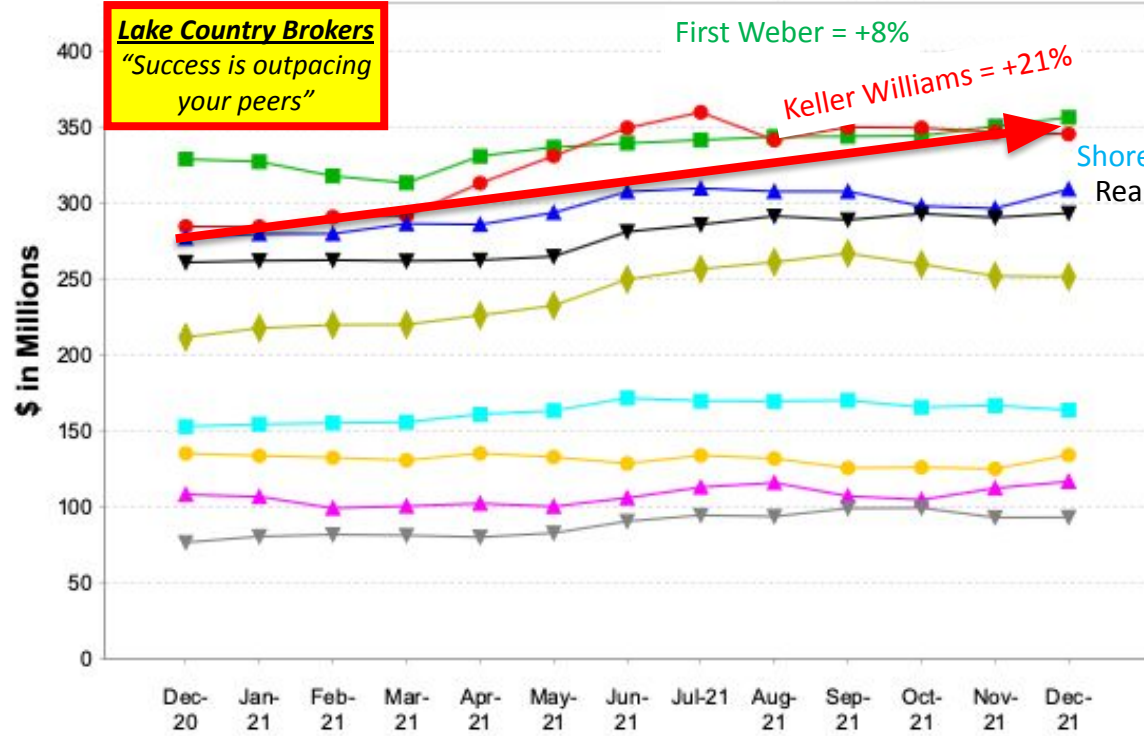
Market Share Trends

Annualized \$ Volume - Lake Country Office Comparisons

Total Sold List + Sell
12-Month Rolling Time Period

Lake Country Brokers
2021 YTD
Broker Rankings & % Chg.
Closed \$ Volume

Lake Country Brokers
"Success is outpacing
your peers"



- First Weber Delafield
- Keller Williams Lake Country
- ▲ Shorewest Oconomowoc
- ▼ Realty Execs Hartland
- ◆ Lake Country Flat Fee
- Redefined Realty
- Shorewest Waukesha
- ▲ Coldwell Banker Oconomowoc
- ▼ Century 21 Delafield

MLS: METROMLS Date: 12-Month Rolling Period Type: CMS Status: Total Sold List Price: All Construction Type: All Bedrooms: All Bathrooms: All
 Property Types: Single-Family: (Single-Family), Condominium: (Condominium), Vacant Land: (Vacant-Land), Two-Family: (Two-Family), Multi Family: (Multi-Family), Other Classes: (Comm/Industrial)
 All MLS:
 Statistics are calculated using list-side and sell-side data. This may result in the double-counting of some properties due to double-ended brokerage transactions.
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Market Share Trends

Annualized \$ Volume - Total Brokerage Comparison

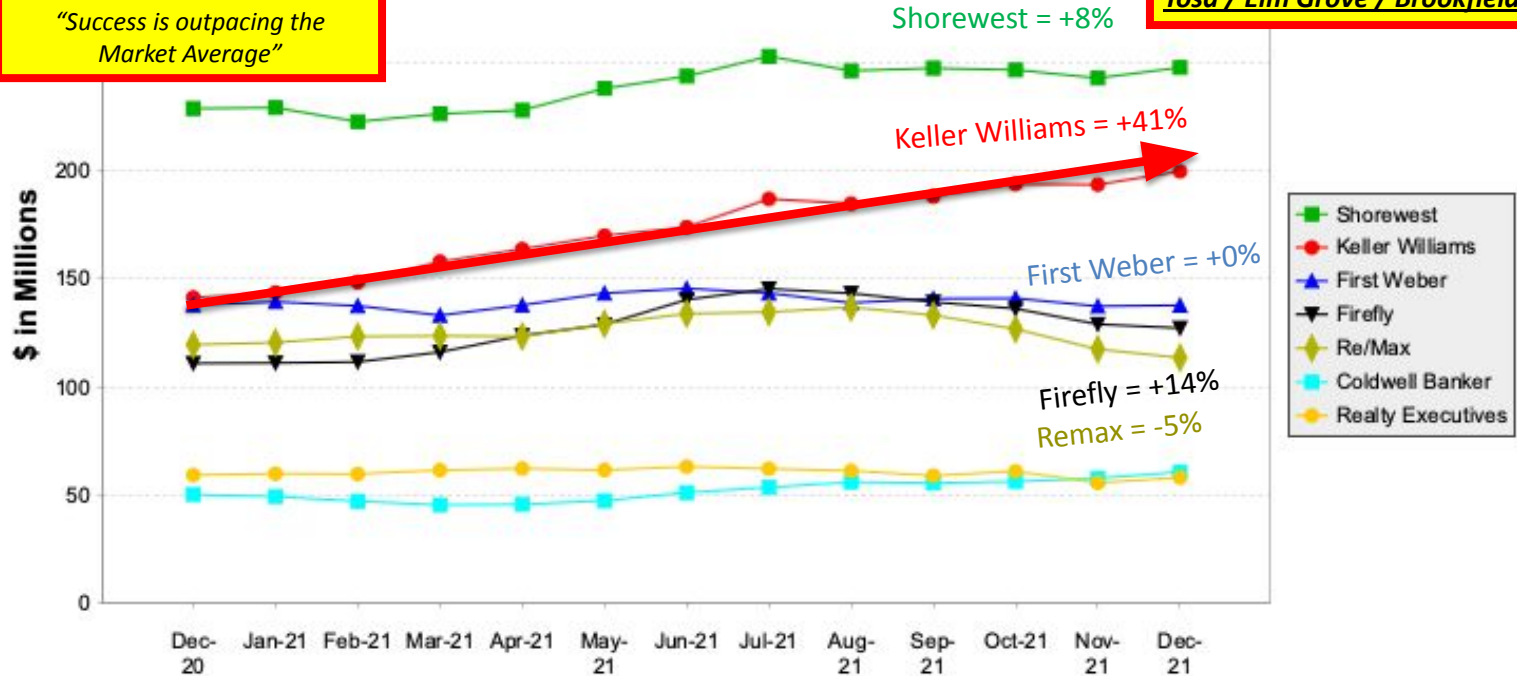
Total Sold List + Sell
12-Month Rolling Time Period

Rolling 12 Month
Trend Analysis
Closed \$ Volume

Tosa / Elm Grove / Brookfield:

Total Area +15%
L12 Months
"Success is outpacing the
Market Average"

By Brokers serving:
Tosa / Elm Grove / Brookfield



MLS: METROMLS Date: 12-Month Rolling Period Type: CMS Status: Total Sold List Price: All Construction Type: All Bedrooms: All Bathrooms: All
 Property Types: Single-Family: (Single-Family), Condominium: (Condominium), Vacant Land: (Vacant-Land), Two-Family: (Two-Family), Multi Family: (Multi-Family), Other Classes: (Comm/Industrial)
 Cities: Wauwatosa, Elm Grove, Brookfield
 Statistics are calculated using list-side and sell-side data. This may result in the double-counting of some properties due to double-ended brokerage transactions.
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Gross Commission Incomes (GCI)

- 2021 = **57 Million!**

- **+25%** 2021 vs 2020

- **Net Effective Split** = Net income vs KW Cap Contribution = **91/9**
 - On Avg. KW Milwaukee Agents retain 91% of their GCI vs what they contribute towards their cap!

KW MKE Profit Share

- December 2021 = **\$79,282**
- YTD 2021 = **\$1,121,138**
 - **+27%** YTD 2021 vs 2020

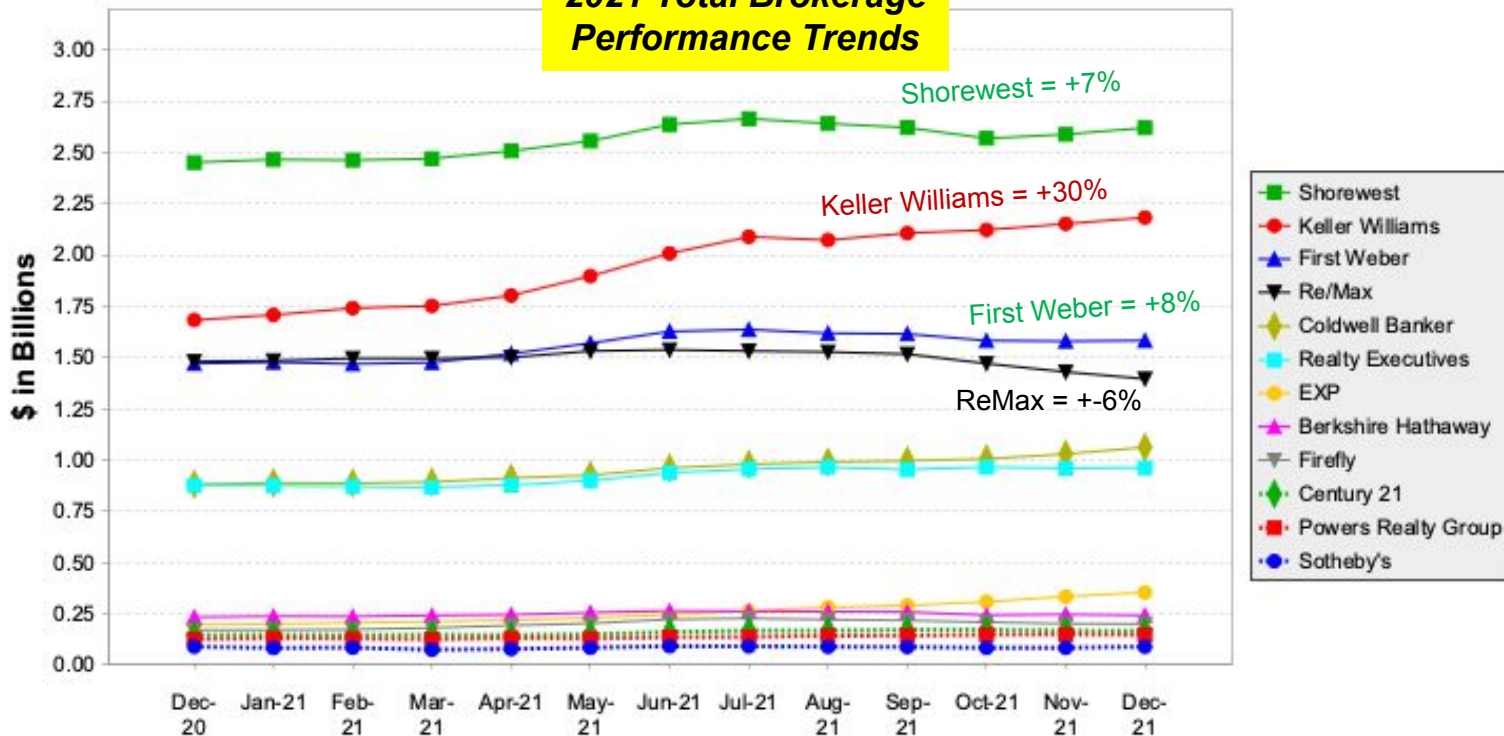
***Check your bank accounts for Dec. Profit Share
deposits on January 21st!***

Market Share Trends

Annualized \$ Volume - Total Brokerage Comparison

Total Sold List + Sell

2021 Total Brokerage Performance Trends



MLS: METROMLS Date: 12-Month Rolling Period Type: CMS Status: Total Sold List Price: All Construction Type: All Bedrooms: All Bathrooms: All
 Property Types: Single-Family:(Single-Family), Condominium:(Condominium), Vacant-Land:(Vacant-Land), Two-Family:(Two-Family), Multi-Family:(Multi-Family), Other Classes:(Comm/Industrial)
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