

The Future for Real Estate is Here: The IDX Store in Wisconsin Leads the Way

OMRO, Wis., April 4, 2014 (SEND2PRESS NEWSWIRE) – Traditionally, when buyers purchase a home, they enter into a Buyer Agency Representation Agreement with a real estate brokerage. Upon purchase, the broker, Buyer's agent, will receive the compensation offered by the owner or owner's agent, the listing broker. Not anymore. Paul Landig, broker, president Great White Enterprises, LLC, had a vision that's now become a reality: The IDX Store.

According to the Wisconsin REALTORS® Association, it's important to remind buyers that Wisconsin housing remains very affordable even in light of recent price increases. It also reports that while the housing market has definitely tightened up over the last year with declining inventories and higher prices, excellent buying opportunities still exist.

And now with new services provided by the IDX store, the Wisconsin real estate market is looking even brighter. Why? The IDX Store is Wisconsin's only real estate brokerage that provides a Buyer Agency Representation Agreement via the convenience of an on-line store and returns 100 percent of their commission that is collected at closing as an incentive. Even better is that it can all happen from the comfort of a favorite chair, while on a computer or mobile device.

"The Buyer Representation Agreement states: Great White Enterprises, LLC will pay as an incentive to Buyer, an amount equal to 80 percent of the compensation which Broker actually receives from Owner or Owner's agent at closing. In addition, Broker agrees to transfer to listing broker, at closing, an amount equal to 20 percent of the compensation which Broker actually receives from Owner or Owner's agent," Landig says.

New clients are contacted via e-mail by the client's broker (Buyer's agent), who then provides detailed property information that matches their specific needs. If the buyer finds a property that he or she would like more information on, the buyer notifies their broker, Buyer's agent, who will then contact the listing agent on the buyer's behalf.

It's as easy as 1-2-3. Buyers sign their documents on DocuSign, search for properties and buy their property – all for a low, flat fee of \$475.

"We live in a world that is fast-paced and technology driven," Landig says. "It was just a matter of time before a product like this came along. The time is here."

For more information, visit:
<http://www.theidxstore.com/>.

About The IDX Store:

The IDX Store is a division of Great White Enterprises, LLC. It offers a convenient, secure and profitable approach to buying real estate in Wisconsin.

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