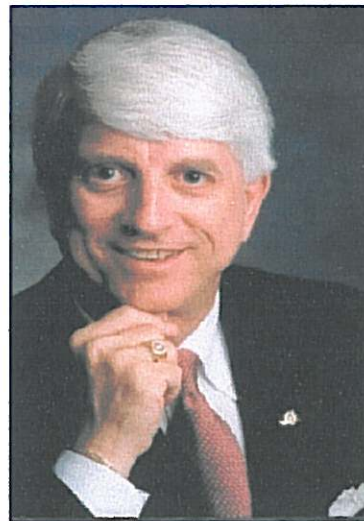




TEXAS CABLE NEWS



**Chet Wilke, Broker Host
ABR, CRB, CRS, ePRO**

“Your Real Estate Advisor”

Over 180,000 Texans changed homes in 2000! The in's and out's of changing homes, lifestyles and neighborhoods is presented by Chet Wilke. This informative and LIVE interactive real estate program is presented at Noon every Saturday and Sunday on TXCN Texas Cable News.

Is now a good time to refinance your home? What about remodeling and updating your family abode? Whether your a first time homebuyer or looking to upgrade to your dream home, Chet Wilke, TXCN's "Texas Real Estate Advisor" will provide the information you need to make your vision come true. Only on TXCN Texas Cable News TV 38.

Chet Wilke, a noted Texas Real Estate Broker, is featured in Who's Who in America (1996-2001) and Who's Who in the World (1997-2001) and owns two real estate firms. Each week Chet features industry experts, real estate professionals and the real estate news reporters of our time to give you the latest information.

“Your Real Estate Advisor” is interactive, enabling viewers to phone in or email their concerns and questions to Chet, his Realty Advisor Team and his various weekly guests. TXCN.com is just a click away!

WilkeTeam.com – 972-491 2438 – TXCN.com

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INSIDE COLLIN COUNTY BUSINESS

March 2001

Stimulating Business for a Stronger Community

Vol. 7, No.5

Plano broker Wilke to host statewide real estate TV show

Plano real estate broker Chet Wilke will host and produce Texas' only real estate television show beginning this month. "Your Real Estate Advisor" will debut March 3 on Texas Cable News (TXCN), a Belo subsidiary.

The Collin County area channel for TXCN is 38. The 30-minute show is to air live each Saturday at noon followed by a taped replay the following day at noon. Bankers Financial is the sponsor.

The inaugural show will feature David Fair, CEO of Hexter-Fair Title Co. "David has some flair and will cover the state of the economy as it applies to real estate," said Wilke, a representative of Executive Mansions and head of the ERA Realty The Wilke Team in Plano. "He is very factual and has a great presentation style."

Future shows will cover topics covering all aspects of home buying, ownership, repair and remodeling, mortgages, insurance, contractors, suppliers, consumer alerts and alternative financing.

"Texas continues to experience one of the hottest real estate climates in the nation," said TXCN general manager Jamie Aitken. "Local real estate companies are a great source of information, but our goal is to make the information-gathering even easier."

Each week, Wilke will answer questions, offer advice and take viewers' phone calls via a toll free number.

Aitken said some the questions cover topics such as the best strategy for buying and selling your home?, The outlook for the rest of 2001?, How to shop for the best possible loan?, When do you refinance?, What are the hallmarks of a reputable remodeler? and What should you look for as you walk through a new or used home?

"Oftentimes people want to understand their real estate situation long before contacting a broker," said Aitken. "That's why 'Your Real Estate Advisor' is so valuable. Now you can get great information right at home, and even pick

up the phone and ask a professional personally. 'Your Real Estate Advisor' will take a lot of the mystery and guesswork out of buying, selling or remodeling your home."

Viewers can email questions to the show by visiting the station's website at TXCN.com.

Wilke has been a leading real estate professional for more than 20 years. He has a degree in Business Administration and a BA in Communications.



Chet Wilke

Reprinted with permission from Inside Collin County Business

Let the Buyers Buy and the Sellers Sell

A Profile of a One-Stop Shopping Brokerage

Texas REALTOR® Chet Wilke, CRS, doesn't believe a sales associate's time should be consumed with paperwork or side-tracked with following up on closings. "They become more focused on appraisals and inspections than on selling real estate," he says.

The solution, according to Wilke, is one-stop shopping for brokerages. "Only about 5 or 10 percent of sales associates in Texas have assistants, so they need a setup like one-stop shopping to free them up and give them more selling time. And it makes the job of buying easier for customers." In other words, he says, let the buyers concentrate on buying and let the sellers sell.

Wilke launched his one-stop shopping brokerage office in a Plano, Texas, strip mall in August 1995. As owner and CEO of PRO AmeriStar Realty Inc., Wilke oversees his own firm and manages a network of 10 affiliated services housed together in a 2,400-square-foot facility. Wilke rents the space and sublets to affiliates, which include a mortgage banker, an insurance firm, a title company, and home inspection and appraisal services, home repair service, commercial real estate, real estate auction services, and home tender services. He plans to sign on apartment-locating and property-management services.

"I chose a traditional landlord-tenant relationship rather than an affinity group or partnership approach because in my analysis it presents the least amount of liability for the future," Wilke explains. "My legal counsel and I believe the federal government will tend to favor arrangements that have a clear and direct benefit for consumers."

Wilke emphasizes that customers, like sales associates, place a high value on their time and want easier, more customized ways to buy and sell their homes. "They get frustrated with the process. Sales associates tell them they need insurance or an inspection,

and hand them a list from the local board. People don't have time for that these days. For them, time is money."

According to Wilke, sales associates also reap time-saving benefits from a one-stop shopping brokerage. "Associates have to track every step of the closing process, which is very time consuming. But when affiliated services are located under one roof, associates can walk across the hall and talk to the person they need. Sales associates also have more opportunities to develop personal relationships with affiliates, which leads to better service."

"Sales associates tell [customers] they need insurance or an inspection, and hand them a list from the local board. People don't have time for that these days. For them, time is money."

However, Wilke admits he's not yet satisfied with his current market share and number of transactions. "We're doing something very different and it needs time to catch on," he points out. "I'd like more profit, but that comes with more sales associates. We now have 11 full-time sales associates, but we're going to have to attract more."

Wilke says attracting new associates is difficult not only because one-stop shopping is a new concept in real estate brokerage, but also because of what he perceives to be concerns about Real Estate Settlement Procedures Act (RESPA) regulations.

Says Wilke, "It's my observation that associates are somewhat nervous about the idea of a one-stop shopping brokerage. They're concerned about whether it would conform to RESPA, but PRO AmeriStar Realty clearly

conforms, because I have no ownership in any affiliates, take no fees other than rent and do not require sales associates to use the services of my affiliates."

To attract sales associates, Wilke recently initiated a new compensation plan. Rather than following a flat commission structure for an entire year, his plan is designed to increase the sales associate's commission after each closing over a one-month period. At the end of the month, the commission reverts to its initial percent and the process begins again.

"In this plan, the commission is much higher than average. We also pay the commission on a monthly basis, so sales associates get tangible rewards each month."

Wilke also took out magazine and billboard ads to promote PRO AmeriStar Realty Inc. and operated a kiosk at one of the area's major malls for five months. He says that approximately 10,000 shoppers visited the kiosk each month. He believes these marketing efforts increased his overall visibility, but concedes that it will take more work over the long haul for the one-stop shopping concept to catch on. **MIET**

Chet Wilke, CRS, is the CEO of PRO AmeriStar Realty Inc. in Plano, Texas. He can be reached at 972/758-1545 or by his e-mail address: cwilke@realtor.com



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Call the Real Estate Brokerage Managers Council's Information-On-Demand By Fax Service to access additional resources on creating ancillary businesses. Articles and other resources are listed for further reading. Please select document #801.

HOW 2 TEXAS REALTORS® ARE OFFERING ONE-STOP SHOPPING OPTIONS

Opposite approaches to service diversification yield services brokers of any size can use

RON WAKEFIELD • MEGAMERICA MORTGAGE GROUP



Street smarts and an anti-mortgage-industry approach drive Megamerica

Mortgage Group, owned by Ron Wakefield, a REALTOR® from San Antonio. Megamerica allows real estate firms of any size to offer their clients mortgage services by training the firm broker or another designated person in the firm to be a loan "facilitator." That person originates loans, then sends the file on to Megamerica for processing.

Only four years old, the San Antonio-based Megamerica Group has 130 affiliates signed on in Texas, Oklahoma, Louisiana, New Mexico and, soon, Colorado. Its affiliates include firms of all sizes, including 20 firms with more than 100 agents each. The company is growing phenomenally at 5% per month.

According to Wakefield, Megamerica's fast growth can be attributed to two factors—ease of program implementation and a commitment to customer service. "There's no overhead for the broker, so it's easy to get into our program," Wakefield said. The broker and any other designated person must participate in a one-day training program before originating loans. The company also provides its affiliates with software to complete the origination process.

Wakefield has built his company around the idea of making the mortgage process easier. "Ron always wants to know what we can do to simplify the process," said Baxter Coffee, Megamerica president. "Because he is a REALTOR® instead of a mortgage banker, he brings street smarts to the company. He looks at the mortgage process from the REALTOR®'s perspective."

"Misrepresentation infuriates REALTORS®," Wakefield said. "So we try not to promise anything we can't deliver."

According to Wakefield, Megamerica's program benefits both REALTORS® and con-

CHET WILKE • PRO NETWORK



Giving consumers access to a wide range of services through one location is the goal of Plano REALTOR®

Chet Wilke's one-stop shopping program.

Owner of the PRO Network, Wilke offers real estate-related services in a tenant-landlord setup. In his office building there are several companies that pay rent for small offices. Wilke offers these tenants fair market value rent, a requirement of the Real Estate Settlement Procedures Act. Other real estate-related companies can become network affiliates without having an office in the building. Affiliates pay a flat monthly fee for a mailbox in Wilke's office for brochures and promotional materials. They also can use Wilke's conference room for appointments.

Wilke's PRO Network concept has been implemented into two offices, PRO AmeriStar Realty in Plano and PRO Anderson Realty in Richardson. Wilke hopes other offices will sign on. "About 65% of real estate firms are not franchises," Wilke said. "That's our target." The PRO Network is a sort of franchise for offices that don't want to join a traditional franchise, but want to provide additional services. Network firms must attach "PRO" to their name, but there are no minimum size or number of agents requirements for joining. "We're not telling them how to run their business," Wilke said.

Although the landlord-tenant setup sounds initially like it would only work for large companies with many agents, Wilke's offices have fewer than 20 agents each—17 in Plano and six in Richardson.

The PRO Network is more about customer convenience than profit, according to Wilke. Because the businesses in the office building pay market value rent and the other affiliated companies pay a flat fee for a mailbox, the PRO Network company's income from affiliated

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PRO AmeriStar leading the way in real estate one-stop shopping

Plano is becoming the standard bearer for real estate OneStop Shopping. It is natural to happen to Plano first with the demand for convenience and service "par excellence" a leading indicator for business success.

Collin County has been a haven for one stop shopping with a wave of shopping centers almost

home." After the home is under contract, sometimes the process gets tougher - loan approval, inspections and repairs lurk in the shadows. Another six to 10 more services are required to complete the transaction before closing and the parties start moving.

OneStop Shopping makes it easier for the consumer to get through the usual 30 days of frustration by providing the other necessary services to facilitate the close of the transaction. It is available now if the consumer wants to use it.

There are a number of brokerage firms that are attempting to work toward the OneStop Shopping concept. Some area firms have located next door to a nearby title company and/or a mortgage lender. Some have allowed a lender's loan officer to share office space in the realty office for more convenience.

Firms like Century 21, Coldwell Banker and the PRO Network have publicly stated their support and/or intent to operate as a OneStop shopping firm.

From the Century 21 perspective, their CEO, Robert Pittman says, "If I can get consumers a deal because they're Century 21 customers, Century 21 will have a competitive advantage. That'll be a big revenue source for brokers, and most consumers will rather go to a Century 21 salesperson than to one who can handle only the home sale. In five years, I want us to be com-

pletely one-stop shopping." This excerpt was taken with permission from the January, 1996 issue of Today's REALTOR, a publication of the National Assn. of Realtors.

Coldwell Banker, another supporter, was represented by CEO Chandler B. Barton who was quoted in *The Dallas Morning News* in January. "Because of the money real estate companies are pouring into technology, we will have to have these opportunities to provide one-stop shopping services." The Morning News also quoted senior vice president Alex Perriello as saying, "Realtors will offer one-stop shopping with mortgage, title and all other services offered at one place."

PRO AmeriStar and the PRO Affiliates, 3033 W. Parker at Independence, have initiated and are proving the acceptance of the concept. OneStop Shopping is the name of the game in real estate.

At PRO AmeriStar Realty it affords the consumer, buyer and seller, the opportunity to utilize more than 10 services that are related to a real estate transaction. The professionals that operate American Title, MST Mortgage, Personal Lines Insurance Brokerage (a Chubb Corp. company), PRO-SPEC Home Inspectors, KSD Interiors, Destin Custom Homes and the other four services are affiliates of the PRO Network (Professional Realty Office Network Inc.) and assist the buyer or seller, upon request, in facilitating their real estate transaction.

Chet Wilke
PRO AmeriStar
Realty Broker



on every corner - Collin Creek Mall, mega-car dealerships and now real estate.

These prudent businesses are offering the convenience of shopping for many products or services at a single convenient location.

Convenience and service is the cornerstone of success for realty firms. Reliability, the core of service, and dependability and fairness, are the main reasons consumers flock to realtors. Real estate firms in Collin County, and the Metroplex for that matter, have been talking about one stop shopping for years.

Realtors serve the consumer's needs and fulfill their dreams through the quest for a "dream

The future is "OneStop Shopping" and as the pioneers in the DFW Metroplex back in September 1995 PRO Ameristar Realty and Ameristar Commercial are the only firm's with a true OneStop Shopping program to support its clients and customers.

With over 12 services IN HOUSE, as of 8/15/98, our firm and agents have a superior infrastructure of "Loan to Close" real estate support services that simplify a real estate transaction and facilitate the closing. Just try the services that were started in 1995 and are referred to in the article above, printed in March 1996, to see for yourself how much easier it is to complete your next real estate transaction.

Our "OneStop Shopping" services include:

Residential Real Estate
Property Management
Title Insurance
Home Tenders
Homeowners Insurance

Commercial Real Estate
Tenant Representation
Loan Origination
Apartment Leasing
Property Inspections

Real Estate Leasing
Investment Counseling
Mortgage Banking
Real Estate Auctions
Residential Repairs

"Leadership is Performance"