

properties. Brian purchased his first piece of real estate in his early 20s, a three-family investment property with great cash flow. It was a good buy and Brian thought his career would be real estate investments.

Energetic and Outgoing

With his energetic and outgoing personality, Brian soon discovered he far preferred helping people buy and sell real estate to the duties of being a landlord. He became a REALTOR®, with his customers as his number one priority. "My business is always focused on the needs of my clients," he says. Using his service focus and interpersonal skills, Brian has become a recent Platinum award winner and is in the top 1 percent of REALTORS® nationwide.

Brian, who works mostly with sellers, has an aggressive approach to selling real estate. "When people list their home with me, I go over a list of strategies I created to make their experience as positive as possible. I go into great detail with my sellers. We review their potential buyer and what will make their house stand out in the buyers' minds. Some of my customers are shocked at how simple but effective my techniques are."

Another asset to his real estate business is Brian's rapport with customers. "I enjoy meeting new people and making positive contacts," he says. "I can talk to anyone at any time about anything." Brian's goal is to have a 100 percent referral-based business. He works with buyers only if they are his friends, or current or past clients. These are often one and the same, since with his winning personality, Brian's clients often become his friends.

When not busy with friends and clients, Brian and his wife, Kathy enjoy boating and skiing. They are passionate about Green Bay Packer football. The couple has two dogs, Reggie and Harley.

Brian works a five county area that includes Milwaukee, Waukesha, Racine, Walworth and Washington. He specializes in many different types of real estate including single family, duplex, multi family, condo and vacant land. "I have sold homes in many different price ranges, from as little as \$9,000 to over \$1 million. I learned early on not to pass on an opportunity," he says.

What Brian likes best about real estate is the variety. "I like that every single minute, hour and day are different in my business," he says. I also love meeting and talking with my clients, who are my number one priority. Every single day brings new challenges and new opportunities for success." ★

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by Nancy Case

Client Focused, Results Oriented

If only Brian Paul's parents had taken his advice about buying resort properties 25 years ago, they'd be rich today. Unfortunately, they were understandably hesitant about relying on his real estate advice as Brian was only nine years old at the time. It was only later, when he became a Platinum award winner and in the top 1 percent of REALTORS® nationwide that clients completely appreciated his real estate insight and expertise.

Brian, obviously, developed an early interest in real estate. As a child, he poured over the real estate section of the classified ads. Despite having no money, he was always looking for great