

MCGREGOR PLAZA GROCERY ANCHORED RETAIL CENTER

19.18 YEARS WEIGHTED TENURE | VALUE-ADD OPPORTUNITY | COLLEGE TOWN



125 E PINE STREET
PLATTEVILLE, WI 53818

Marcus & Millichap
SHARKO | WEISENBECK | MENDOZA
GROUP

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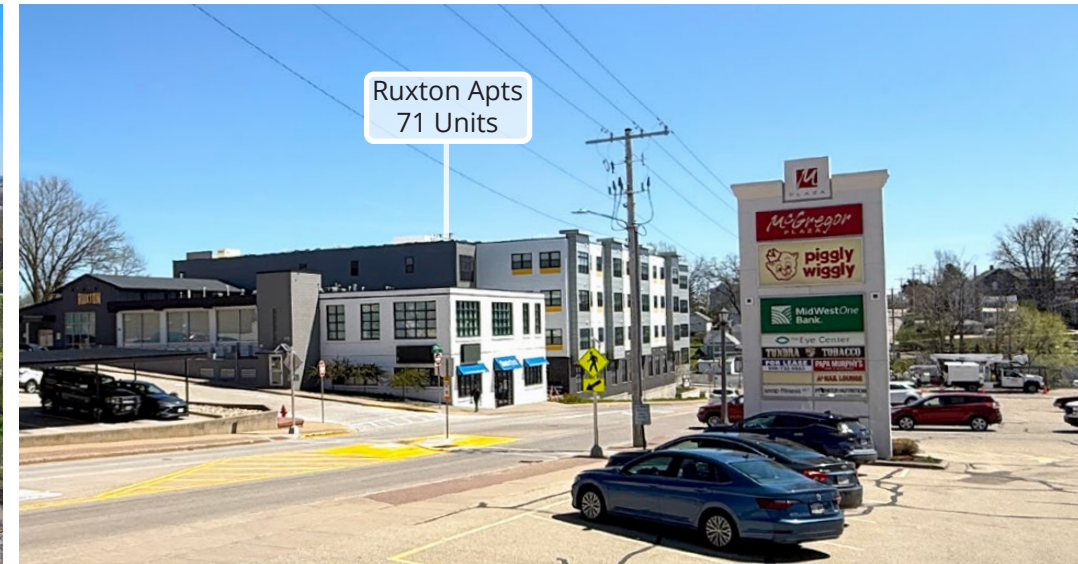




UNIVERSITY OF WISCONSIN
PLATTEVILLE
(6,051 students)

THE OFFERING

Anchored by Piggly Wiggly, a tenant of over 25 years with nearly five years of term remaining, the center benefits from exceptional stability and limited competition, with the nearest grocer nearly 10 miles south and a notable void to the north and northeast. Piggly Wiggly is a wholly owned subsidiary of C&S Wholesale Grocers, LLC, one of the nation's largest grocery distributors. The property maintains a highly stable tenant base with a weighted tenure of 19.18 years, including long-term occupants such as MidWestOne Bank and Papa Murphy's (20+ years), Asian Café (21.5 years), Snap Fitness (nearly 18 years), Pioneer Nutrition, and Tundra Tobacco. The center offers a versatile layout with strong fundamentals, ranked #2 for most visited shopping strips within 50 miles (Placer.ai), supported by a fully leased main floor, value-add potential in second-floor office space, five loading docks, 345 parking spaces, and a drive-thru bank pad. Located within walking distance of the University of Wisconsin-Platteville, less than half a mile away with 6,395 students. The property is also surrounded by large apartment communities and two hotels. The area continues to grow, with 8,848 residents and a daytime population of 12,133 within one mile.





\$6,456,000

LIST PRICE



8.00%

CAP RATE



\$79.31

PRICE / SF



\$516,549

NET OPERATING
INCOME

**Downtown Platteville &
2nd Street Entertainment District**

2 hr limit city
parking

SUBJECT PROPERTY





125 E PINE STREET
PLATTEVILLE, WI 53818



\$6,456,000

LIST PRICE



8.00%

CAP RATE



\$79.31

PRICE / SF



\$516,549

NET OPERATING INCOME

FINANCIAL SUMMARY

PRICE	\$6,456,000
CAP RATE	8.00%
Price/ SF	\$79.31
Gross Leasable Area	81,398 SF
Year Built	1967 2006
Lot Size	8.67 Acres +/-
Parcel Numbers	271-00615-0000 271-01633-0000
Parking	345 Surface Spaces +/-
Current Rent	\$539,927
Total Reimbursements	\$159,112
Vacancy/Collection Allowance	(\$36,618)
Effective Gross Income	\$695,736
Expenses	\$179,187
NOI	\$516,549

PROPOSED FINANCING

LTV	60%	Debt Service	\$313,858
Interest Rate Amortization	6.50% 25 Years	Debt Coverage Ratio	1.65
Down Payment	\$2,582,400	Net Cash Flow After Debt Services Return %	\$202,691 7.85%
First Trust Deed/Mortgage	\$3,873,600	Principal Reduction	\$63,957
		Total Return Return %	\$266,648 10.33%



CASH FLOW YR 1 - STARTING 8/1/2026

BASE RENT	CURRENT	PER SF
Occupied Space	\$539,927	\$7.02
Available Space	\$33,315	\$7.50
Gross Potential Rent	\$573,242	\$7.04

Expense Reimbursements

Real Estate Taxes	\$71,245	\$0.88
Insurance	\$12,551	\$0.15
CAM	\$64,948	\$0.80
Management Fee	\$6,850	\$0.08
Administrative Fee	\$3,517	\$0.04
Total Expense Reimbursements	\$159,112	\$1.95

Gross Potential Income	\$732,354	\$9.00
Vacancy/Collection Allowance	(\$36,618)	(\$0.45)
Effective Gross Income	\$695,736	\$8.55

Expenses

Real Estate Taxes	\$76,332	\$0.94
Insurance	\$13,447	\$0.17
CAM	\$69,585	\$0.85
Management Fee	\$19,823	\$0.24
Total Expenses	\$179,187	\$2.20

NET OPERATING INCOME	\$516,549	\$6.35
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CAM	CURRENT	PER SF
Snow Removal	\$30,333	\$0.37
On-site Maintenance	\$18,204	\$0.22
Parking Lot Maintenance	\$9,796	\$0.12
Landscaping	\$7,556	\$0.09
Electricity - Parking Lot/ Common Area	\$2,327	\$0.03
Common Area Maintenance	\$1,225	\$0.02
Roof Repairs	\$144	\$0.00
TOTAL CAM	\$69,585	\$0.85

CAM
BREAKDOWN

EXPENSE REIMBURSEMENTS

TENANT	TAXES	INSURANCE	CAM	MGMT FEE	ADMIN FEE	PSF	GROSS INCOME
MidWestOne Bank	\$3,751	\$661	\$3,419	\$974	-	\$2.20	\$8,805
Pioneer Nutrition	\$2,307	\$406	\$2,103	\$599	\$405	\$2.37	\$5,820
Tundra Tobacco	\$2,860	\$504	\$2,607	\$743	\$807	\$2.47	\$7,521
Papa Murphy's Pizza	\$1,407	\$248	\$1,282	\$365	-	\$2.20	\$3,302
Storage	-	-	-	-	-	-	-
The Eye Center	\$2,490	\$439	\$2,270	\$647	\$503	\$2.39	\$6,348
Snap Fitness	\$6,658	\$1,173	\$6,070	\$1,729	\$1,346	\$2.39	\$16,976
A+ Nail Lounge	\$1,875	\$330	\$1,710	\$487	\$456	\$2.43	\$4,859
Piggly Wiggly	\$44,867	\$7,904	\$40,902	-	-	\$1.96	\$93,673
Vacant	-	-	-	-	-	-	-
Vacant	-	-	-	-	-	-	-
Vacant	-	-	-	-	-	-	-
Vacant	-	-	-	-	-	-	-
Asian Café	\$5,030	\$886	\$4,585	\$1,306	-	\$2.20	\$11,807
Southwest Tech	-	-	-	-	-	-	-
TOTAL	\$71,245	\$12,551	\$64,948	\$6,850	\$3,517	\$1.95	\$159,112



RENT ROLL

TENANT / SUITE #	SF Leased	% OF TOTAL SF	START	END	OCCUPANCY REMAINING (YRS)	RENT SCHEDULE						% OF TOTAL RENT	RENEWAL OPTIONS	LEASE TYPE & STRUCTURE
						PERIOD	CHANGES ON	MONTHLY RENT	ANNUAL RENT	RENT/ SF	INCREASE			
Nicolet National Bank d.b.a MidWestOne Bank Retail, Suite 130 T: Nicolet Bankshares Inc.	4,000	4.91%	6/1/2006	6/30/2028	1.9 Years	Base	Current	\$4,941	\$59,290	\$14.82	-	11%	None	Net
						-	-	-	-	-	-			
						-	-	-	-	-	-			
						-	-	-	-	-	-			

Note: Financial statements can be requested by landlord.

Pioneer Nutrition Retail, Suite 140 T: Pioneer Nutrition, Inc. G: Personal	2,460	3.02%	4/1/2023	3/31/2031	4.7 Years	Base	Current	\$1,957	\$23,488	\$9.55	-	4%	None	Net
						-	4/1/2028	\$2,016	\$24,193	\$9.83	3%			
						-	4/1/2029	\$2,077	\$24,919	\$10.13	3%			
						-	4/1/2030	\$2,139	\$25,666	\$10.43	3%			

Notes: Lease renewal in process. Tenant allows landlord to request financial statements. CapEx and replacement reimbursed by tenant for CAM expense.

Tundra Tobacco Retail, Suite 150 T: Platteville Tobacco, Inc. G: Personal	3,050	3.75%	1/9/2020	7/31/2030	4.0 Years	Base	Current	\$2,778	\$33,336	\$10.93	-	6%	2, 5-Year	Net
						Option 1	8/1/2030	\$3,195	\$38,336	\$12.57	15%			
						Option 2	8/1/2035	\$3,674	\$44,087	\$14.45	15%			
						-	-	-	-	-	-			

Notes: 10% controllable CAM cap. Tenant allows landlord to request financial statements. CapEx and replacement reimbursed by tenant for CAM expense.

Papa Murphy's Pizza Retail, Suite 160 T: Scheckler Pizza, Inc. G: Personal	1,500	1.84%	12/18/2005	11/30/2027	1.3 Years	Base	Current	\$1,801	\$21,615	\$14.41	-	4%	None	Net
						-	12/1/2026	\$1,855	\$22,263	\$14.84	3%			
						-	-	-	-	-	-			

Notes: \$500 HVAC annual expense cap (excluding maintenance contract costs). Tenant allows landlord to request financial statements.

Storage Retail, Suite 165	983	1.21%	-	-	-	Base	Current	\$0	\$0	\$0.00	-	0%	-	
						-	-	-	-	-	-			

The Eye Center Retail, Suite 170 T/G: Southwest Health Center, Inc.	2,655	3.26%	7/1/2021	6/30/2027	0.9 Years	Base	Current	\$2,874	\$34,486	\$12.99	-	6%	None	Net
						-	7/1/2026	\$2,931	\$35,176	\$13.25	2%			
						-	-	-	-	-	-			

Note: Tenant allows landlord to request financial statements. CapEx and replacement reimbursed by tenant for CAM expense.

Continue on next page

RENT ROLL

TENANT / SUITE #	SF Leased	% OF TOTAL SF	START	END	OCCUPANCY REMAINING (YRS)	RENT SCHEDULE						% OF TOTAL RENT	RENEWAL OPTIONS	LEASE TYPE & STRUCTURE
						PERIOD	CHANGES ON	MONTHLY RENT	ANNUAL RENT	RENT/ SF	INCREASE			
Snap Fitness	7,100	8.72%	1/1/2009	12/31/2031	5.4 Years	Base	Current	\$5,741	\$68,889	\$9.70	-	13%	None	Net
Retail, Suite 180						-	1/1/2027	\$5,913	\$70,955	\$9.99	3%			
T: 4SMF LLC						-	1/1/2028	\$6,090	\$73,084	\$10.29	3%			
G: Personal						-	1/1/2029	\$6,273	\$75,276	\$10.60	3%			
						-	1/1/2030	\$6,461	\$77,535	\$10.92	3%			

Notes: \$500 HVAC expense cap but for HVAC replacement, tenant and landlord will split cost; other capex and replacements reimbursed by tenant for CAM expense. Tenant allows landlord to request financial statements.

A+ Nail Lounge	2,000	2.46%	7/17/2017	7/31/2037	11.0 Years	Base	Current	\$1,407	\$16,886	\$8.44	-	3%	None	Net
Retail, Suite 190						-	8/1/2026	\$1,435	\$17,223	\$8.61	2%			
T: A PLUS NAIL LOUNGE LLC						-	8/1/2027	\$1,464	\$17,568	\$8.78	2%			
G: Personal						-	8/1/2028	\$1,493	\$17,919	\$8.96	2%			
						-	8/1/2029	\$1,523	\$18,278	\$9.14	2%			

Notes: Rent abatement between 8/1/27 and 9/30/27. CapEx and replacement reimbursed by tenant for CAM expense.

Piggly Wiggly	47,845	58.78%	6/17/2001	5/31/2031	4.8 Years	Base	Current	\$18,653	\$223,833	\$4.68	-	41%	4,5-Year	Net
Retail, Suite 255						-	6/1/2026	\$20,518	\$246,217	\$5.15	10%			
T/G: Piggly Wiggly Midwest LLC						Option 1	6/1/2031	\$22,570	\$270,838	\$5.66	10%			
						Option 2	6/1/2036	\$24,827	\$297,922	\$6.23	10%			
						Option 3	6/1/2041	\$27,310	\$327,714	\$6.85	10%			

Notes: Go-dark clause with 3 months notice. Right of first offer with 20 days notice.

Vacant	1,124	1.38%	-	-	-	Base	Current	\$703	\$8,430	\$7.50	-	2%	-	
Retail, Suite 255-A						-	-	-	-	-	-			

Note: Assumed rent based off pro forma of \$7.50 psf.

Vacant	1,962	2.41%	-	-	-	Base	Current	\$1,226	\$14,715	\$7.50	-	3%	-	
Retail, Suite 255-B						-	-	-	-	-	-			

Note: Assumed rent based off pro forma of \$7.50 psf.

Continue on next page

RENT ROLL

TENANT / SUITE #	SF Leased	% OF TOTAL SF	START	END	OCCUPANCY REMAINING (YRS)	RENT SCHEDULE						% OF TOTAL RENT	RENEWAL OPTIONS	LEASE TYPE & STRUCTURE
						PERIOD	CHANGES ON	MONTHLY RENT	ANNUAL RENT	RENT/ SF	INCREASE			
Vacant	776	0.95%	-	-	-	Base	Current	\$485	\$5,820	\$7.50	-	1%	-	
Retail, Suite 255-C						-	-	-	-	-	-			

Note: Assumed rent based off pro forma of \$7.50 psf.

Vacant	580	0.71%	-	-	-	Base	Current	\$363	\$4,350	\$7.50	-	1%	-	
Retail, Suite 255-D						-	-	-	-	-	-			

Note: Assumed rent based off pro forma of \$7.50 psf.

Asian Café	5,363	6.59%	3/1/2005	5/31/2030	3.8 Years	Base	Current	\$2,297	\$27,564	\$5.14	-	5%	None	Net
Retail, Suite 300						-	6/1/2027	\$2,343	\$28,115	\$5.24	2%			
T/G: Personal						-	6/1/2028	\$2,390	\$28,677	\$5.35	2%			
						-	6/1/2029	\$2,438	\$29,251	\$5.45	2%			

Note: Tenant allows landlord to request financial statements.

Southwest Tech	0	0.00%	10/1/2020	12/31/2027	1.4 Years	Base	Current	\$450	\$5,400	-	-	1%	None	Gross
Parking Stalls						-	-	-	-	-	-			

Note: 10-day mutual termination right.

Occupied	76,956	95%							\$539,927	\$7.02				
Vacant	4,442	5%							\$33,315	\$7.50				
Total	81,398	100%							\$573,242	\$7.04				



GROCERY-ANCHORED STABILITY & LIMITED COMPETITION

- Anchored by Piggly Wiggly, which has been operating at this center for 25+ years and has nearly 5 years of term remaining
- Limited nearby competition: the nearest full-service grocer is nearly 10 miles south with a notable void to the north/northeast
- Corporate Lease | Piggly Wiggly is a wholly owned subsidiary of C&S Wholesale Grocers, LLC, one of the nation's largest grocery distributors; a supplier to more than 7,500 independent supermarkets, chain stores, military bases

PREDICTABLE LONG-TERM, HIGH-PERFORMING TENANT BASE

- Weighted tenant tenure of 19.18 years across net leased tenants, demonstrating exceptional stability
- Papa Murphy's: 20+ years at this center and high customer satisfaction (4.7 stars, 163 reviews)
- MidWestOne Bank: 20+ years at this center
 - › MidWestOne Bank was acquired by Nicolet National Bank in February of 2026 for \$864 million
- Snap Fitness: Nearly 18 years at this center with 5+ years of term remaining (4.8 stars, 50 reviews)
- Asian Café: 21.5 years at this center with nearly 4 years remaining (4 stars, 188 reviews)
- Tundra Tobacco: 6.5+ years at this center with 4 years of term remaining
- Pioneer Nutrition: 5 stars with 64 reviews, reinforcing strong community presence

VERSATILE BUILDING CONFIGURATION, WITH STRONG SITE FUNDAMENTALS

- Ranked #2 for most visited shopping strip within a 50 mile radius by visits (Placer.ai)
- 95% occupied | Fully leased main floor with value add potential in the second floor office spaces
- Half of the center, above Piggly Wiggly and Asian Café, received a new roof in 2016 and remains under warranty for 10 more years, reducing near term capital costs
- Five loading docks offering flexibility
- Abundant parking with 345 spaces
- MidWestOne Bank includes a drive thru, enhancing functionality for existing and future tenants
- Offered significantly below replacement cost at \$79.31/sqft

WALKING DISTANCE TO UNIVERSITY OF WISCONSIN-PLATTEVILLE, DOWNTOWN PLATTEVILLE, AND OTHER SURROUNDING AREA DRIVERS

- Less than ½ mile from University of Wisconsin-Platteville (6,395 students, ranked #12 Top Public Schools, U.S. News)
- Near multiple large-scale apartment communities
- Walking distance to Platteville's downtown and 2nd Street entertainment district
- Surrounded by complementary tenants: Holiday Inn, Country Inn & Suites, Culver's, Dunkin', Ace Hardware, Jimmy John's, USPS, and more

CONTINUALLY INCREASING POPULATION

- 8,848 people live within a mile radius of the subject property and a daytime population of 12,133 people
 - › Within the same mileage the population grew 6% from 2010-2020 and is anticipated to keep growing



PINE STREET | 6,900 VPD

S WATER STREET | 6,900 VPD

1 LOADING DOCK

3 LOADING DOCKS

1 BASEMENT
LOADING DOCK

SUPERMARKET
BASEMENT STORAGE
BASEMENT

255-A 255-C 255-B 255-D
SECOND FLOOR

piggly wiggly®

SHOPTHEPIG.COM

4.1 ★ 319 GOOGLE REVIEWS

- » America's first true self-service grocery store
- » Founded in Memphis, Tennessee in 1916
- » There are more than 500 stores serving communities in 18 states
- » The company is owned by C&S Wholesale Grocers, which acquired Piggly Wiggly Midwest in 2021



C&S
Wholesale
Grocers

PARENT COMPANY | CSWG.COM

- » C&S Wholesale Grocers, LLC is an industry leader in supply chain solutions and wholesale grocery supply in the United States
- » Supplier to more than 7,500 independent supermarkets, chain stores, military bases and institutions with over 100,000 different product
- » C&S Wholesale Grocers, LLC also operates and supports corporate grocery stores and services independent franchisees under a chain-style model throughout the Midwest, South and Northeast
- » Founded in 1918
- » #17 on Forbes' America's Best-In-State Companies for Grocers-Wholesale (2026)



500
Locations



National Tenant
18 States





MidWestOne Bank.

MIDWESTONE.BANK

- » MidWestOne Bank is a community-focused, full-service commercial bank offering personal, business, mortgage, and wealth management services.
- » Operates 56 banking offices in Iowa, Minnesota, Wisconsin, Florida and Colorado
- » One of the larger community banks in Iowa, with a multi-state regional footprint

Nicolet

BANKSHARES, INC.

PARENT COMPANY | NICOLETBANK.COM

Stock Symbol:	NASDAQ NIC
Market Cap (8/12/2026)	\$3.63 Billion
Revenue (FY 2025)	\$391.99 Million
Net Income (FY 2025)	\$150.68 Million

- » MidWestOne Bank was sold to Nicolet Bankshares for approximately \$864 million, with the merger completed in February 2026
- » Full-service, community bank headquartered in Green Bay, Wisconsin
- » Operates more than 110 branches throughout Wisconsin, Iowa, Michigan and Minnesota as well as a single branch in Florida



56 Locations

NASDAQ
NIC

Publicly
Traded



National Tenant
5 States



\$391.99 Million
in Revenue





SNAPFITNESS.COM

4.8 ★ 50 GOOGLE REVIEWS

- » Snap Fitness is a global franchise with a reputation for blending traditional gym offerings with modern wellness features
- » Known for its 24/7 access model
- » Snap Fitness Recovery Zones — including amenities like infrared saunas and massage chairs help franchisees attract a broader member base, improve retention, and differentiate from traditional fitness-only competitors
- » 800,000+ members in 1,000+ clubs across 17 countries
- » 20+ years of experience



1,000+
Locations



20 Years
Experience



800,000+
Members



Global
Tenant



Papa Murphy's

TAKE 'N' BAKE PIZZA

PAPAMURPHYS.COM

4.7 ★ 162 GOOGLE REVIEWS

- » Experts in the take-and-bake pizza segment, offering fresh, made-to-order pizzas and complementary menu items such as salads, sides, and desserts
- » Over 1,200 franchised and corporate-owned locations across the United States, Canada, and the United Arab Emirates
- » Named No. 1 pizza chain for customer service in America by Newsweek (2026 ranking based on independent consumer survey)
- » Recognized on the Franchise Times Top 400 list (No. 103 based on system-wide sales in 2025)
- » 5th largest pizza franchise in the nation
- » Founded in 1995 and widely regarded as a pioneer in take-and-bake pizza



1,200+
Locations



Global
Tenant

Franchise Times
TOP 400





Southwest —HEALTH—

SOUTHWESTHEALTH.ORG

4.7 ★ 53 GOOGLE REVIEWS

- » Growing not-for-profit community health provider offering patient-centered personal care to residents of southwest Wisconsin and beyond
- » Operates clinics in Platteville, Cuba City, Darlington, Kieler, and Lancaster
- » Over 100 providers and 630 employees
- » Recognized with two 2024 Press Ganey Guardian of Excellence Awards, placing it among the top 5% of hospitals nationally for inpatient and physician experience and marking its fifth consecutive year of excellence in patient-centered care
- » Provides high-quality acute care services, including medical and surgical care, emergency and urgent care, Orthopedic Institute, Podiatry, ENT, colorectal surgery, obstetrics and gynecology, Birth Center, specialty care, cancer care, a comprehensive Eye Center, the area's largest family medical clinic and more



Regional
Tenant



50+ Years
Experience



630+
Employees



Top Ranked
Hospital System

TENANT PROFILES





Asian Cafe

ASIANCAFE-WI.COM

4.0 ★ 188 GOOGLE REVIEWS

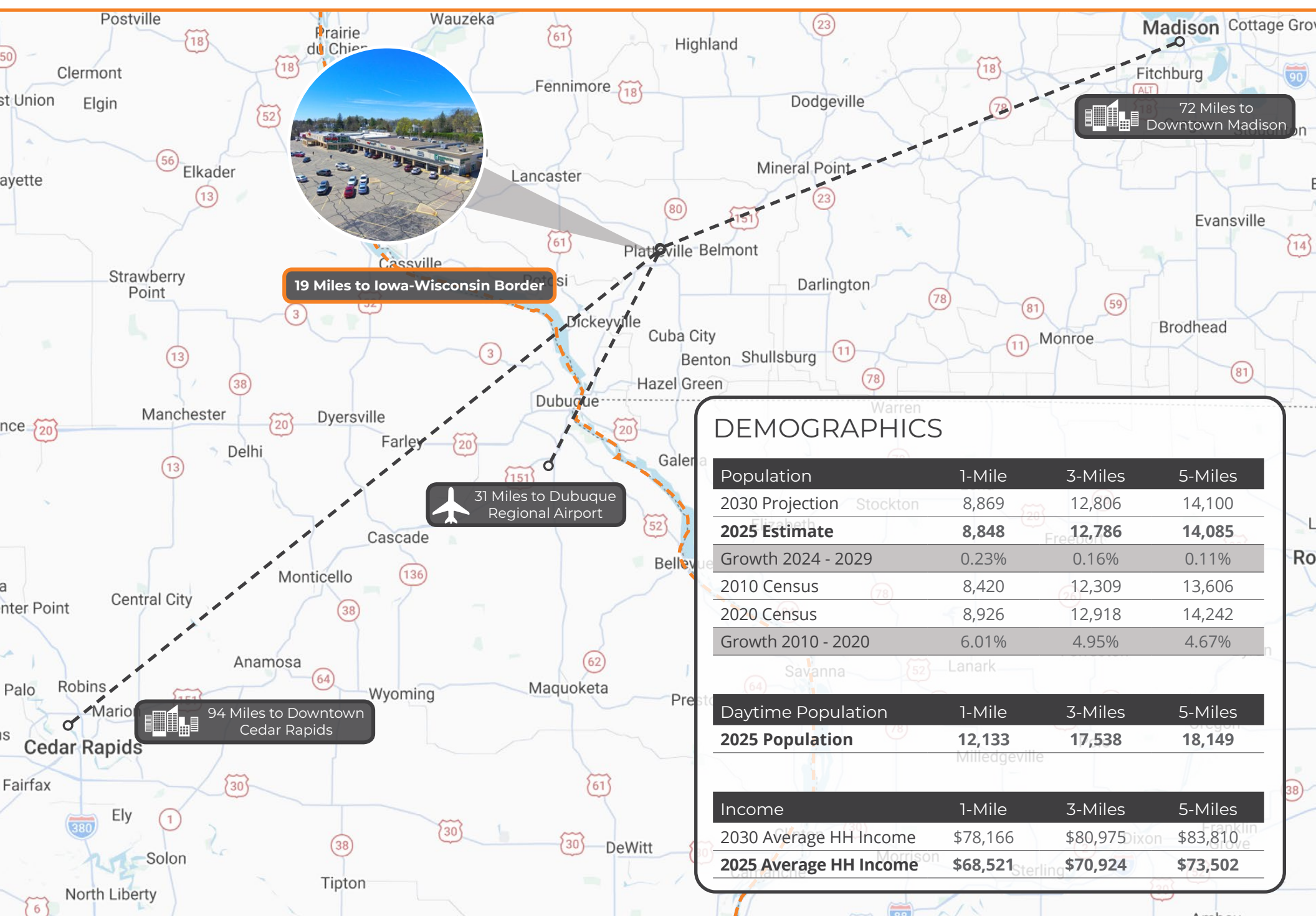


PIONEER NUTRITION
ENERGY FITNESS COMMUNITY

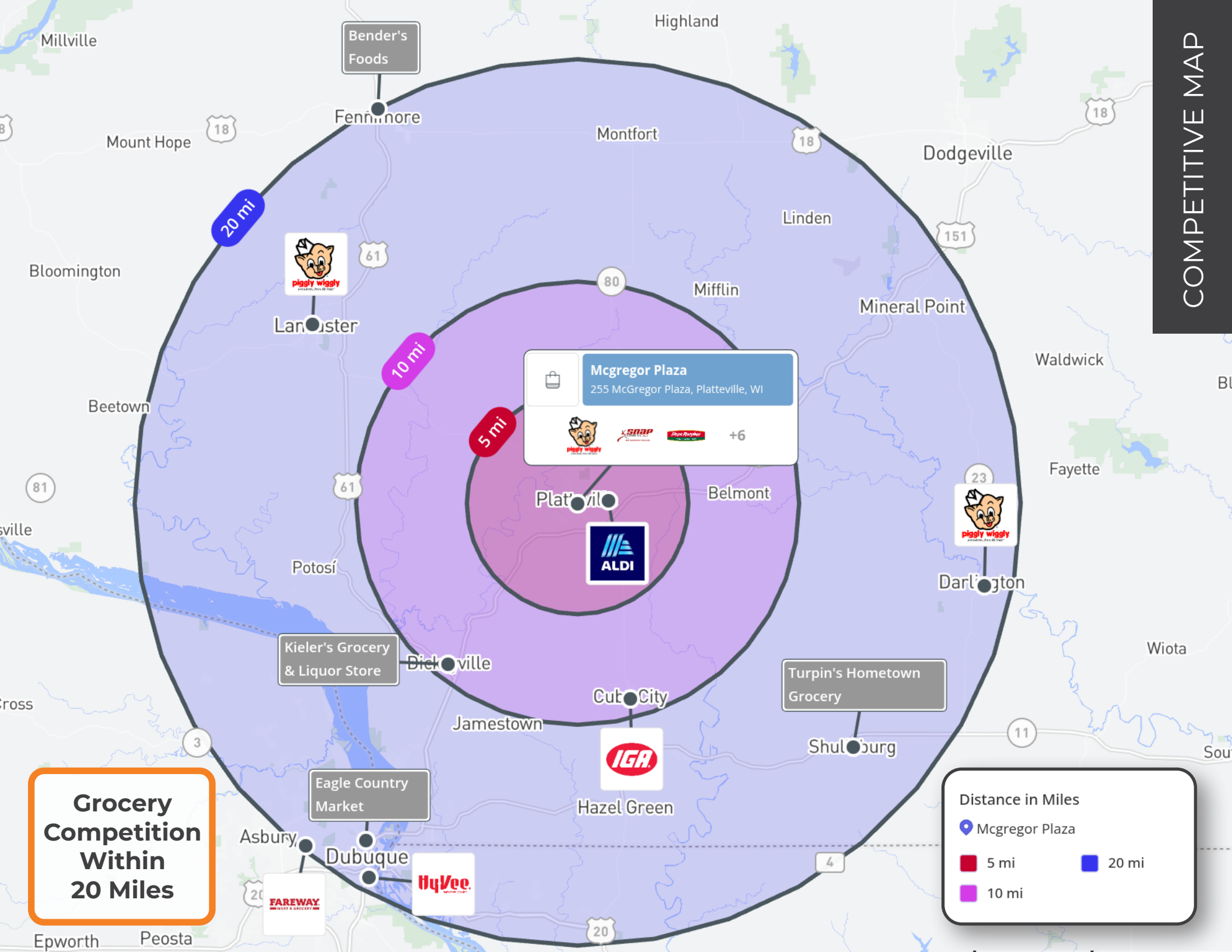
FACEBOOK.COM/PIONEERNUTRITION/

5.0 ★ 64 GOOGLE REVIEWS

LOCATION OVERVIEW



DEMOGRAPHICS			
Population	1-Mile	3-Miles	5-Miles
2030 Projection	8,869	12,806	14,100
2025 Estimate	8,848	12,786	14,085
Growth 2024 - 2029	0.23%	0.16%	0.11%
2010 Census	8,420	12,309	13,606
2020 Census	8,926	12,918	14,242
Growth 2010 - 2020	6.01%	4.95%	4.67%
Daytime Population	1-Mile	3-Miles	5-Miles
2025 Population	12,133	17,538	18,149
Income	1-Mile	3-Miles	5-Miles
2030 Average HH Income	\$78,166	\$80,975	\$83,810
2025 Average HH Income	\$68,521	\$70,924	\$73,502



AERIAL



E Pine Street
6,900 VPD

H
Holiday Inn

Downtown Platteville &
2nd Street Entertainment District

UNITED STATES
POSTAL SERVICE

ACE
Hardware

Platteville Fire
Department

JIMMY
JOHN'S

SUBWAY

SUN TAN CITY
let yourself shine

UNIVERSITY OF WISCONSIN
PLATTEVILLE
(6,051 students)

SUBJECT PROPERTY

S Water Street
6,900 VPD

KWIK
TRIP

Culver's
verizon
DUNKIN'
ANYTIME
FITNESS
Walgreens

DAIRY QUEEN
COUNTRY
INN & SUITES
BY RADISSON

Dubuque Road
5,100 VPD



LARGEST CITY IN GRANT COUNTY, WISCONSIN

- Principal city of the Platteville MSA
- 17 miles north of the Illinois & Wisconsin border
- 20 miles east of the Iowa & Wisconsin border
- 71 miles west of Madison, Wisconsin

HOME TO THE UNIVERSITY OF WISCONSIN-PLATTEVILLE

- Public university within the University of Wisconsin System, offering bachelor's and master's degrees
- 6,395 students enrolled
- Ranked #12 in Top Public Schools according to U.S. News

TRANSPORTATION

- Platteville Municipal Airport serves the city and surrounding communities with general aviation service
- Primary road access is provided by U.S. Route 151, with additional connectivity via Wisconsin State Routes 80 and 81
- Platteville Public Transportation offers bus services throughout the city

TOP ATTRACTIONS

- The Mining & Rollo Jamison Museums | Showcase Platteville's mining history through preserved mine sites and historical exhibits
- Platte Mound M | Iconic large hillside "M" overlooking the region with hiking and views
- Platteville Golf & Country Club
- Abundant parks and multi-use trails throughout the city

HEALTHCARE

- Served by Southwest Health | A regional medical campus providing hospital and specialty care to Platteville and surrounding communities
- 35 licensed beds



(GRADES FROM NICHE.COM)

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BROKER DISCLOSURE TO NON-RESIDENTIAL CUSTOMERS

1 Prior to negotiating on your behalf the brokerage firm, or an agent associated with the firm, must provide you the
2 following disclosure statement:

3 DISCLOSURE TO CUSTOMERS You are a customer of the brokerage firm (hereinafter Firm). The Firm is either an agent
4 of another party in the transaction or a subagent of another firm that is the agent of another party in the transaction. A
5 broker or a salesperson acting on behalf of the Firm may provide brokerage services to you. Whenever the Firm is
6 providing brokerage services to you, the Firm and its brokers and salespersons (hereinafter Agents) owe you, the
7 customer, the following duties:

8 (a) The duty to provide brokerage services to you fairly and honestly.

9 (b) The duty to exercise reasonable skill and care in providing brokerage services to you.

10 (c) The duty to provide you with accurate information about market conditions within a reasonable time if you request
11 it, unless disclosure of the information is prohibited by law.

12 (d) The duty to disclose to you in writing certain Material Adverse Facts about a property, unless disclosure of the
13 information is prohibited by law (see lines 42-51).

14 (e) The duty to protect your confidentiality. Unless the law requires it, the Firm and its Agents will not disclose your
15 confidential information or the confidential information of other parties (see lines 23-41).

16 (f) The duty to safeguard trust funds and other property held by the Firm or its Agents.

17 (g) The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the
18 advantages and disadvantages of the proposals.

19 Please review this information carefully. An Agent of the Firm can answer your questions about brokerage services,
20 but if you need legal advice, tax advice, or a professional home inspection, contact an attorney, tax advisor, or home
21 inspector. This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a
22 plain-language summary of the duties owed to a customer under section 452.133(1) of the Wisconsin statutes.

23 CONFIDENTIALITY NOTICE TO CUSTOMERS The Firm and its Agents will keep confidential any information given to the
24 Firm or its Agents in confidence, or any information obtained by the Firm and its Agents that a reasonable person
25 would want to be kept confidential, unless the information must be disclosed by law or you authorize the Firm to
26 disclose particular information. The Firm and its Agents shall continue to keep the information confidential after the
27 Firm is no longer providing brokerage services to you.

28 The following information is required to be disclosed by law:

29 1. Material Adverse Facts, as defined in Wis. Stat. § 452.01(5g) (see lines 42-51).

30 2. Any facts known by the Firm or its Agents that contradict any information included in a written inspection
31 report on the property or real estate that is the subject of the transaction.

32 To ensure that the Firm and its Agents are aware of what specific information you consider confidential, you may
33 list that information below (see lines 35-41) or provide that information to the Firm or its Agents by other means. At a
34 later time, you may also provide the Firm or its Agents with other Information you consider to be confidential.

35 CONFIDENTIAL INFORMATION: _____

36 _____

37 _____

38 NON-CONFIDENTIAL INFORMATION (the following information may be disclosed by the Firm and its Agents): _____

39 _____

40 _____

41 _____ (Insert information you authorize to be disclosed, such as financial qualification information.)

42 DEFINITION OF MATERIAL ADVERSE FACTS

43 A "Material Adverse Fact" is defined in Wis. Stat. § 452.01(5g) as an Adverse Fact that a party indicates is of such
44 significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable
45 party, that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction
46 or affects or would affect the party's decision about the terms of such a contract or agreement.

47 An "Adverse Fact" is defined in Wis. Stat. § 452.01(1e) as a condition or occurrence that a competent licensee
48 generally recognizes will significantly and adversely affect the value of the property, significantly reduce the structural
49 integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information
50 that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a
51 contract or agreement made concerning the transaction.

52 NOTICE ABOUT SEX OFFENDER REGISTRY You may obtain information about the sex offender registry and persons
53 registered with the registry by contacting the Wisconsin Department of Corrections on the Internet at
54 <http://www.doc.wi.gov> or by telephone at 608-240-5830.

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