

LAKESHORE APARTMENT ASSOCIATION
PO BOX 1312
SHEBOYGAN, WI 53082

ADDRESS CORRECTION REQUESTED

LAKESHORE APARTMENT ASSOCIATION NEWSLETTER



The Lakeshore Apartment Association publishes this newsletter for its members. Information included was obtained from sources deemed to be reliable and accurate. No warranty or representation is made as to the

accuracy thereof and is subject to correction. Members are invited to submit articles and ideas for publication. Items are to be submitted by the 30th of each month prior to publication.

Place your rental Ads on our website as a free service with your membership:

www.SheboyganAreaRentals.com

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<http://laa.rentals/>

PRESIDENT'S LETTER

Hello All,

Congratulations! You have been asking for continuity with our monthly meetings and now you will have it. The by-laws restricted us to only having 8 meetings per year. The board has changed this so we can continue to have more meetings through the year. **June 20, 2019** we will have our next general meeting.

We will go thru more forms from where we left off last month. These forms are vital for us to run our businesses effectively and profitably. Not just the forms but it is also very important for us to know the local rules and state stats. Couple of examples of rules and stats; 1st **SHEBOYGAN COUNTY CIRCUIT COURT RULES**
<https://www.wisbar.org/Directories/CourtRules/Wisconsin%20Circuit%20Court%20Rules/Sheboygan%20County%20Circuit%20Court%20Rules.pdf> 2nd state stat Wisconsin 799.12
<https://docs.legis.wisconsin.gov/statutes/statutes/799/12>

Treat the rentals as a business. Have fun with it. You can do it!

The department heads of the city now meet on the 2nd Wednesday. Please let me know if there is something you want brought up.

We have so many reasons to be part of this wonderful organization. We keep on bringing in new members and maintaining the old. One is like silver the other is like gold!

Receive a door prize for each guest you bring to our monthly meetings and having a chance to win the main door price from our advertisers.

Your calls, texts and/or e-mails are always welcome.

920-452-7051 or RUFREE1@CHARTER.NET

Respectfully yours,

Jim Longo

BOARD MEMBERS:

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Gary Sixel 920-565-3071

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General Meeting Date:

June 20th – Lakeshore Lanes – 7pm

Board Meeting Date:

June 27th Klemme's Wagon Wheel
at 6:30pm

LAKESHORE APARTMENT ASSOCIATION IMPORTANT DATES

Monthly Meetings Under Way!

Mark your Third Thursdays for LAA!

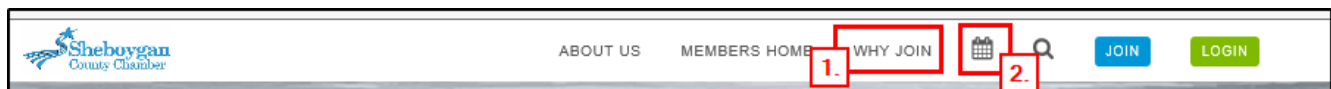
7pm at the Lakeshore Lanes
Invite a Real Estate Investor friend!

JUNE 20th –
FORMS CONTINUED

JULY 18TH - TBD

FEATURED MEMBER BENEFITS:

- LAA has a private **Facebook** page called “**Landlord Connections**”. Get access by sending a Friend request to **David Humbracht** and asking him for “Landlord Connections.” This is a great way to communicate with other members between our meetings. Ask for help or reply to another post! The power of Facebook! - David Humbracht
- LAA is a member of the **Sheboygan Chamber of Commerce**, which means you are too! They have orientation meetings on their calendar that you will to attend one time to unleash the full benefits of the Chamber. Directions: Go to <https://sheboygan.org/> =look at the top bar:



1. Explains why you should consider using the Chamber
 2. **Calendar**... Chamber Calendar -click here to find the next **Member Orientation** event and register
- **LAA advertisers**... new ads for 2019! Many of our advertisers are offering **members-only discounts**... see last page for details!! -more to come

THE PART-TIME INVESTOR'S GUIDE TO TRULY PASSIVE RENTAL INCOME

BY G. BRIAN DAVIS | BIGGERPOCKETS.COM

Working 9 to 5 but trying to build some extra income streams?



Rental properties are a classic income-producing investment and can help you reach your goals of financial independence. With enough investment income, you can quit your job and spend more time with your family, travel the world, volunteer, or go work a not-so-high-paying job you just like more.

But do rental properties create *truly passive* income?

Not every month. When you have a vacancy, it will probably take 10 to 20 hours of work to find a

responsible new tenant. Then there are the maintenance problems, property emergencies, and repairs. Occasionally, you'll have a nightmare tenant who takes you to court or decides they aren't going to pay the rent anymore. It can leave you scrambling to create more time for your real estate investments while trying to balance all the other demands on your time.

Still, few investments can rival rental properties for predictable cash flow and return on investment. As a working professional with a full-time job, a family, a social life, and (hopefully) some hobbies, how can you earn some extra money from income properties without draining time from the rest of your life?

In other words, how do you maximize the "passivity" of your rental portfolio?

More Cash Flow Means More Options

Your march toward passive income starts before you ever buy a property. You must, *must* only invest in properties with truly strong cash flow.

Why? Because with good cash flow comes the option of hiring a property manager to handle all the headaches for you.

Advertising vacant units for rent? Done. Screening tenants? Done. Signing leases, collecting rents, handling repairs? All handled by someone else—but only if you can afford to pay them.

A \$2,000/month rental with \$200 cash flow is not going to cut it. Your entire cash flow would go to the property manager, leaving you with nothing to cover repair costs, accounting costs, vacancies, etc.

It will mean much more work invested up front, a more difficult hunt to find only properties with outstanding cash flow. Be sure to calculate estimated annual repair costs and capital expenses, vacancy rates, property management fees, accounting fees, and other oft-overlooked costs. If the property still has good cash flow, then full steam ahead!



AVOID THE SLUMS

Low-end housing means low-end tenants, and low-end tenants are more likely to be difficult and time-sucking. They are less likely to pay the rent on time (if at all), making you chase them in court for it. And the way they'll treat your property? Don't count on kid gloves.

You may think that the cheap house that more than satisfies the 2% rule is a good find. But how about when it's vacant four months out of the year? And what about the carpet replacement and new paint job required every single year, as tenant after apathetic tenant abuses your property and eventually has to be evicted?

Speaking of bad renters, just wait until you're hoodwinked by your first professional tenants, who just game the system.



Oh, and if you think anyone will laud your efforts to invest in affordable housing, think again. You'll be vilified as a "slumlord."

These are hard lessons I learned the hard way, after some starry-eyed mistakes in rough neighborhoods. Skip the slums and invest in middle-class housing if you want your rental income passive instead of passive-aggressive.

SCREEN THE LIVING DAYLIGHTS OUT OF TENANTS

How does passive income happen? It's a by-product of leasing to good tenants who pay their rent on time every month, rather than calling you every month to whine and moan.

Finding those tenants means getting extreme with your tenant screening. Credit reports and criminal background checks are just the start. You should also run eviction history reports, that include nationwide data. You should call up their employer, chat up their direct supervisor about what kind of employee they are, then transfer over to the HR department to confirm their exact income.

Did they exaggerate their income? Don't lease to them. If they lie about little things, you can't trust them about the big things.

Walk through their home! You can be sure that how they treat their current home is how they'll treat your investment property.

Good tenants will leave you free to work your 9 to 5 job in peace—no muss, no fuss, just truly passive income.

LEASE LONG-TERM

Turnovers are where most of the work—and expenses—lie in managing rental properties. If you want more passive income, shoot for long-term leases.

Lease for two, even three years if you can. Sell the idea by telling new tenants that you typically raise rents by \$25 to \$75/month every year but tell them you're willing to lock in the current rent price for them.

And all the Airbnb buzz in the burgeoning vacation rental industry? Sure, you can theoretically earn more money in a given month—but at what cost to your time? From coordinating with vacationers to deep cleaning the unit between each tourist that comes through, it's a lot more work. If you must go this route, hire a vacation rental manager to do the work for you. Just know that they will charge more than typical property managers because they do more work.

RETENTION IS THE NAME OF THE GAME

Remember a few paragraphs ago when we talked about turnovers creating massive work for you? Let's talk a little more about that.

Keeping good tenants needs to be a priority if you want to keep your income passive. You can postpone the heavy work and expense of turnovers indefinitely by renewing leases with your best tenants.

Beyond avoiding the work of turnovers, new tenants mean new risk. No matter how well you screen your applicants, there's always a risk they'll turn out to be no good. But you already know that your current good tenants pay the rent on time and treat your property well.

Birthday and/or holiday cards are a good start and cost almost nothing. Keeping a note in your file about their children's names, their job, or their hobbies costs you about 30 seconds, but asking your tenant about them sends the message that you care and you think of them as people, not just check-writers.

Occasionally make property improvements—it will encourage your renters to stay, and when they eventually leave, it will continue paying for itself in attracting good tenants and higher rents. The cost of upgrades is even tax deductible, either immediately as a repair or depreciated as a capital improvement.

Passive income doesn't happen on its own; it's designed. It starts with which properties you buy and continues with how well you attract, secure, and retain excellent tenants. With a little strategy and a proactive approach, you can build an empire of income properties—all from the comfort of your full-time job.

About Author



G. BRIAN DAVIS

G. Brian Davis is a landlord, personal finance expert, and financial independence/retire early (FIRE) enthusiast whose mission is to help everyday people create enough rental income to cover their living expenses. Through his company at SparkRental.com, he offers free rental tools such as a [rental income calculator](#), free landlord software (including a free online [rental application](#) and tenant screening), and free masterclasses on rental investing and passive income. He's been obsessed with early retirement since the early 2000s (before it was "a thing"). Besides owning dozens of properties over nearly two decades, Brian has written as a real estate and personal finance expert for publishers including Money Crashers, RETipster, Think Save Retire, 1500 Days, Lending Home, Coach Carson, and countless others.

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THE INVESTOR'S SIMPLE GUIDE TO EXCELLENT REAL ESTATE BOOKKEEPING

BY [CHAD CARSON](#) | [BIGGERPOCKETS.COM](#)

By [Chad Carson](#) updated March 16, 2019 [Business Management](#) [Editor's Choice](#)

The Super Bowl crowd was on their feet. It was the moment everyone had been waiting for. You could feel the excitement in the air.

Peyton Manning of the Denver Broncos was leading his team down the field. He dropped back to pass, heaved the ball into the air, and a diving receiver caught the ball in the back of the end zone with one hand!

It was an incredible play. The crowd went wild!

But then — nothing.

Everyone looked to the scoreboard, but it was blank. There were no points added. Were the Broncos winning? Or were the Carolina Panthers? Did anyone really know?

Everyone watching on TV waited to see the statistics for the game. It *seemed* like the Broncos were playing better, but who had more yards? Who had more turnovers? Who had more first downs? Who would eventually be crowned the Super Bowl Champion? Who was the MVP?



No one was tracking the key statistics of the game. The Broncos could brag about all of the great plays they made, but could they really PROVE that they won the game?

OK. I know this sounds ridiculous. But it reminds me of a lot of real estate investors I know.

Too many investors play the game of real estate with sloppy or bad bookkeeping. Bookkeeping is the system you use to organize and analyze all of your financial transactions. It's how you track your key financial statistics. It's how you know if you're winning or not.

You can do an excellent job of finding deals, acquiring money, and generating cash flow. But if you forget or delay the detailed work of excellent bookkeeping, what's the point? It's like scoring a touchdown with no scoreboard.

This article is written to help you improve or start keeping excellent books and records for your real estate business. The good news is that it's not that complicated. Like cleaning your kitchen after a meal, it just requires a little hard work and a simple system of organization.

WHY YOU NEED EXCELLENT BOOKS IN REAL ESTATE INVESTING



Bookkeeping is not the game of real estate itself. It's the scoreboard, the game film, and the organization of information related to the game of real estate.

But an organized, timely, and easy to use system of bookkeeping serves many practical purposes within your business. For example, it helps you to:

- Keep track of key performance measurements like cash flow, profit/loss, and net worth
- Compare your growth (or lack of growth) from year to year
- Manage your cash so that you don't run out
- Know whether certain business strategies actually worked well or not
- Analyze which rental properties perform better than others (so you can sell some and keep others)
- Prepare for yearly tax returns without extra stress
- Save money on tax preparation because your CPA or other professional doesn't bill you for time spent getting your information organized correctly
- Avoid extra time and stress digging up information in case of an IRS audit
- Avoid potential IRS tax penalties or backed taxes because you can't defend deductions you claimed
- Pay all of your bills and financial obligations on time as agreed
- Raise capital with lenders and partners using real data from past performance

I could go on and on with more practical uses of bookkeeping. In essence, good books allow you to meet your obligations to outside parties, and they allow you to make better decisions

inside your business. The best business people I know see their business in numbers, and bookkeeping allows them to do that.

But if it's so important, why don't we do it better?

When my business partner and I first began investing, we found that bookkeeping was not as urgent or as exciting as other issues in our business. Putting together deals, finding money partners, managing a rehab, and selling or renting our properties were obviously very important. We always *intended* to do our bookkeeping right, but life and the weekly schedule got in the way.

It wasn't until a year or two after starting that we really got serious about having an excellent system of bookkeeping. By then, the things we had done incorrectly or had ignored for too long became monster-like problems that required painful, late-night bookkeeping marathons to correct.

So, the best practice is to learn and begin bookkeeping early before you get too big. Your future self will thank you!

THE BASICS OF AN EXCELLENT BOOKKEEPING SYSTEM



We basically divide our own bookkeeping system into two separate buckets:

1. **The books:** A paper or digital record of all financial transactions.
2. **The supporting documents:** The paperwork that proves or supports all of the financial transactions.

Today, most investors use some sort of software like Excel or Quickbooks to handle the books. Our businesses currently use a combination of Quickbooks and a property management software called Buildium (to learn more about Buildium, [click here](#)). I'll share how we use them in a later section.

Most investors also keep their supporting documents in a physical file cabinet and/or a digital filing system. We have used a physical filing system for a long time, but we're moving more and more towards paperless, cloud-based records using an online filing system called Evernote.

These two systems — books and supporting documents — are mirror images and work together with one another.

If you just have books without the paperwork, an IRS auditor may never believe the expenses you claimed to have. But if you just have paperwork without the records, you'll never have a clear, easy to understand summary of what's happening financially.

When you first start investing, it's easy to get overwhelmed with all of the fancy bookkeeping options.

In reality, simple or fancy options basically do the same thing. Early on, you should keep your bookkeeping system as simple as possible so that you can spend most of your time learning about the other important tasks like finding deals and finding money.

If I were to start over again and had zero or just a couple of properties, I'd quickly set up a system with two parts, like this:

PART 1: BOOKS

- Excel/Google Docs spreadsheet
- Business bank account with online banking
- Debit card

All money coming into or out of the business would use this bank account. Because everything is in one place, I could easily track every transaction by periodically downloading my bank transactions into the spreadsheet and organizing them. My spreadsheet might look something like this:

	A	B	C	D	E	F	G
1							
2	Date	Check #	Payee	Amount	Account	Memo	Property
3	1/1/2016	101	Pickens County Treasurer	\$1,500.00	Taxes	2015 Property Taxes	Sycamore 123
4	1/16/2016	102	State Farm	\$700.00	Insurance	Landlord insurance - 2/1/16 - 1/31/17	Sycamore 123
5	1/21/2016	103	Hank the Handy Man	\$125.00	Repairs	Replaced broken toilet	Red Oak 456
6	1/21/2016	Debit	Lowe's	\$150.00	Repairs	New toilet and parts	Red Oak 456
7							
8							

In an "Account" column I'd categorize each transaction with labels like repairs, insurance, legal and professional fees, management fees, advertising, etc. To make your tax preparation easy, you can model your categories after the IRS Schedule E categories. Just create a separate tab on your spreadsheet with the list of all of these expense categories for reference.

I'd include a "Memo" column in order to describe in more detail what the transaction is. This is handy when you have to look back over transactions months or years later.

I'd also include a "Property" column so that I could separate transactions by property when needed.

This spreadsheet transaction list is very simple. You might argue it doesn't do everything you need from a bookkeeping system. You're right. At some point, you'll probably want to switch to something a little more advanced (or at least add more spreadsheets).

But when you first start, the most important habit is to track and categorize everything. If you effectively do this simple spreadsheet or something like it, you will have a firm foundation to build upon when you choose to get more advanced.

PART 2: SUPPORTING DOCUMENTS

- Box of simple manilla folders (or free Google Drive account)
- Small, portable file box or other filing cabinet (if using paper)
- One folder per year for all proof of expenses (invoices, receipts, etc.)
- One folder per year for all bank statements (and another for credit cards)
- One folder per year for tax return documents
- One folder per property for insurance docs, contracts, HUD-1 statements, leases, and any other non-financial property documents



The key habit here is to keep your supporting document system handy. It should take three seconds to open your file box and put a receipt in the proper folder (or scan and upload it). It should also take three seconds to find the folder if you need to pull a receipt out. I like having a portable system because you can file or access the paperwork anytime.

Most bookkeeping systems break down because you have to go home and wait for quiet time to "do bookkeeping." Instead, carry it with you (or on your smartphone) and do it all the time.

If you are beginning with a paperless system, you can use your smartphone to take pictures with scanning apps like Evernote, Google Drive, or other stand-alone apps. If you're doing more volume of paper, I suggest getting a good scanner that can quickly process your documents. We went all out and got this expensive, super-charged scanner, but you can also do just fine with a less expensive portable scanner, like this.

And as you can see, it doesn't take a lot of effort to create a support document system that is useful and scalable.

TAKE YOUR BOOKKEEPING TO THE NEXT LEVEL



Don't discount the value of a simple bookkeeping system like I just described. Some real estate investors go years using a spreadsheet and a small file cabinet to accurately track their entire real estate business.

But there are many benefits to getting a little more advanced with your system. Especially as your business gets more complicated with

multiple properties, separate companies, and hundreds of transactions, bookkeeping software can make your life easier, either as a stand-alone version on your desktop or a portable, cloud based version.

Software can automate many of the functions you have to do manually, like downloading transactions from your bank. It can also take the raw data you give it and quickly produce very helpful reports on a variety of metrics within your business. Software can also integrate with other necessary business functions, like doing payroll, sending invoices, and issuing required 1099 forms to contractors each year.

Real estate investing also has a variety of more complicated bookkeeping entries that are just easier using software. For example, correctly entering a HUD-1 so that your balance sheet and basis in a real estate property is correct would be tedious for me in a spreadsheet. But with good software, the entry can be done fairly easily.

Software can help you with both of the major divisions of a rental property business:

1. Managing properties
2. Owning properties

If you hire third party property management, your management company will do all of the bookkeeping for property management. The management company will invoice tenants, collect unpaid rent, hold security deposits, and pay most of the contractors who do repairs to the property.

Then when you get your monthly owner's check and a report, you take the data from the report and enter it into the books for your rental holding company. You can begin by making these entries yourself, but when you get enough volume, a bookkeeper is a great resource to do the tedious data entry.

If you self-manage, you'll need to keep track of books for both property management and property ownership. Software can be a HUGE help in keeping both systems straight.

For years my business partner and I used Quickbooks to keep both the property management books and also the rental owner books. Because these functions were done in separate companies, we just had a separate set of books for each one.

Recently we switched the property management side of our bookkeeping to a cloud-based management software called Buildium. We made this move because it also helped us to handle many other functions outside of bookkeeping, like leasing, tenant qualification, work order tracking for maintenance, and more. We also have enough properties to justify the extra cost.

We still love Quickbooks for bookkeeping within our rental holding companies. We find it more versatile, and it can handle more complex entries, like installment sales, 1031 exchanges, and more.

Software solutions are constantly changing, and which one you choose will depend upon your personal business criteria. When you reach this stage, do your homework, ask around here on BiggerPockets.com, and choose one that works for you.

CONFIDENCE, CALM, AND POWER FROM EXCELLENT BOOKKEEPING

We real estate investors don't have crowds cheering for us like the stars of a Super Bowl. Our great plays don't get replayed on scoreboards in front of 80,000 people or shown on ESPN Sportscenter.

But having an excellent set of books can give you the same confidence, calm, and power as a sports champion. When you know the key statistics of your business at all times, you also set up yourself up for growth and many years of all-star real estate performances in the future.

I still enjoy the popular parts of real estate, like negotiations or rehabbing an ugly house, but I also have found that keeping good books is equally satisfying.

When I print out a balance sheet for a property and see everything in its place, I get a deep sense of satisfaction. When I send my books to my CPA each year, I enjoy knowing that we can have substantive conversations about strategy and tax savings because the information is clear and well organized. When I share some of my books with a partner or a private lender, I take pride that they are confident in my future performance because I accurately tracked my past.

There are no perfect, one-size-fits all bookkeeping systems. But I hope this article inspires you to begin your own system or to improve the one you already have.

Even if you don't enjoy it like I do, you'll find your business getting better and better and your life getting easier and easier with an excellent set of books.

Now it's your turn. What kind of bookkeeping system do you use? Spreadsheets, software, or old-fashioned paper ledgers? How do you organize and track all of your paper supporting documents? Are there other benefits to keeping excellent books that I missed here?

About Author



[Chad Carson](#)

Chad Carson is an entrepreneur, writer, and teacher who used real estate investing to reach financial independence before the age of 37. He wrote an Amazon best-selling book [Retire Early With Real Estate](#), and his story has been featured on Forbes, Yahoo Finance, Business Insider, GetRichSlowly.com, the BiggerPockets Podcast, How to Money, ChooseFI, and more. Chad and his business partner currently focus on long-term rental properties and private lending in and around the college town of Clemson, South Carolina. Their portfolio of 90+ units includes houses, small multi-unit apartments, and mobile homes. In 2003, Chad and his business partner began real estate investing from scratch. They started by wholesaling and fixing-and-flipping properties. They also learned to rely on non-conventional financing sources like private lending, seller financing, and lease options, which remains their expertise today. After surviving the 2007-2009 real estate downturn (with scars to prove it!), they transitioned to more of a focus on student rentals. You can find more of Chad's writing (as well as podcast episodes) at coachcarson.com.

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