

# TOP AGENT MAGAZINE



## Mike Adler

Over 32 years ago, Mike Adler was already a respected member of his community, well-known as a local college athlete, when he started buying investment properties and became hooked on real estate. "I got my license and haven't looked back since."

After starting out with Century 21 and quickly becoming one of their top producing agents, Adler brought his talents to Restaino & Associates REALTORS®. "Not only are they a highly regarded company but I love the atmosphere here which is very laid back yet professional. They also provides me with cutting edge tools and maximum marketing." His broker, Ron Restaino is equally thrilled to have Adler on board. "Mike always has his clients best interests in mind, whether they are a buyer or a seller. We're proud to have him as an agent at Restaino and Associates."

Key to Adler's remarkably long and successful career has been the fact that he and his team bring the highest level of customer service to their clients. "I treat people the way I would want to be treated. I don't pressure or push them into a decision, I want them to make the right choice, with the help of my professional guidance. When I work with buyers, I tell them you buy a house to sell a house. I have them look at it from the perspective of selling it. That helps highlight potential problems that might make them reconsider purchasing the home. It's a good double check. For me it's not just about getting the sale, integrity is everything in this business. I want my relationships with my clients to go long beyond the end of the transaction."

Adler also goes the extra mile when it comes to listing properties. "Every property I list gets a free hour of staging and then I only use the highest quality professional marketing materials, postcards and brochures that are so beautifully done that potential buyers want to show them off to family and friends. I believe it helps reinforce in their minds that this is

the home they want. It costs extra to do that, but my job when listing a property is to get it in front of as many people as possible in the shortest amount of time possible and that's the way to do it."

Adler's knowledge about the Dane County area is truly unsurpassed and has been a huge benefit to his clients. He keeps active in his community, participating in local sports organizations as well as volunteering with the Middleton Chamber of Commerce and the Middleton Outreach Ministry.

Adler has been honored for numerous achievements throughout his career, but it is the respect that he has earned from his clients and his peers that he considers to be his greatest honor. Fellow REALTORS® praise Adler for his work ethic, his innovative sales techniques and his comprehensive understanding of his core market.

Future plans include expanding his team, while continuing to maintain his reputation as one of his areas leading REALTORS®. "I like making people happy. I want them to be excited about what the process, but I don't want them to make a mistake. For me it's as simple as treating people well and with honesty, and everything usually works out. I live and breathe real estate everyday. It is not just a job but a profession that I am passionate about."



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