



Get Noticed.

World-Class Marketing
that moves your home from
Listed to Sold.



**BERKSHIRE
HATHAWAY**

HomeServices

KoenigRubloff

Realty Group

OUR PLEDGE TO YOU

We extend our warmest welcome to you. Thank you for trusting Berkshire Hathaway HomeServices KoenigRubloff Realty Group with this most important decision. Count on us for personal service and integrity that will translate into results.

Backed by the most respected name in business combined with our local roots, here at Berkshire Hathaway HomeServices KoenigRubloff Realty Group, we are eager to work with you to meet your real estate needs.

With strong, local leadership and the resources of a national real estate powerhouse, we are a brokerage that precisely meets the needs of our clients. Our affiliation with the Berkshire Hathaway HomeServices network gives us premier international reach from the fastest growing national real estate network. The Berkshire Hathaway name stands for unquestioned financial strength and smart business decisions.

Our brokers are neighborhood experts, offering an unsurpassed level of service to clients. They are equipped with an impressive array of sophisticated technology tools to help you achieve your real estate goals. Additionally, our brokers have access to a comprehensive suite of real estate services including Fort Dearborn Title, Fort Dearborn Insurance, and HomeServices Lending. We look forward to serving your needs and giving you the luxury of personalized service every step of the way.

Nancy Michael



NANCY NAGY
Chief Executive Officer



MICHAEL PIERSON
President



**BERKSHIRE
HATHAWAY**
HomeServices
KoenigRubloff
Realty Group

WE WORK FOR YOU



**BERKSHIRE
HATHAWAY**

HomeServices

KoenigRubloff
Realty Group

A globally respected business name, national connections and deep local roots uniquely position KoenigRubloff to meet the needs of our clients.

LOCAL ROOTS

Starting in 1930, the Koenig and Rubloff names have been a part of the Chicago-area real estate landscape consistently providing high quality representation and outstanding service to generations of home buyers and sellers. From our earliest days in Chicago and Glenview, we

have become leaders in the brokerage industry by developing relationships with our clients and our communities. Our affiliation with the Berkshire Hathaway HomeServices network gives us unmatched international alliances with brokerages around the world.

GLOBAL REACH

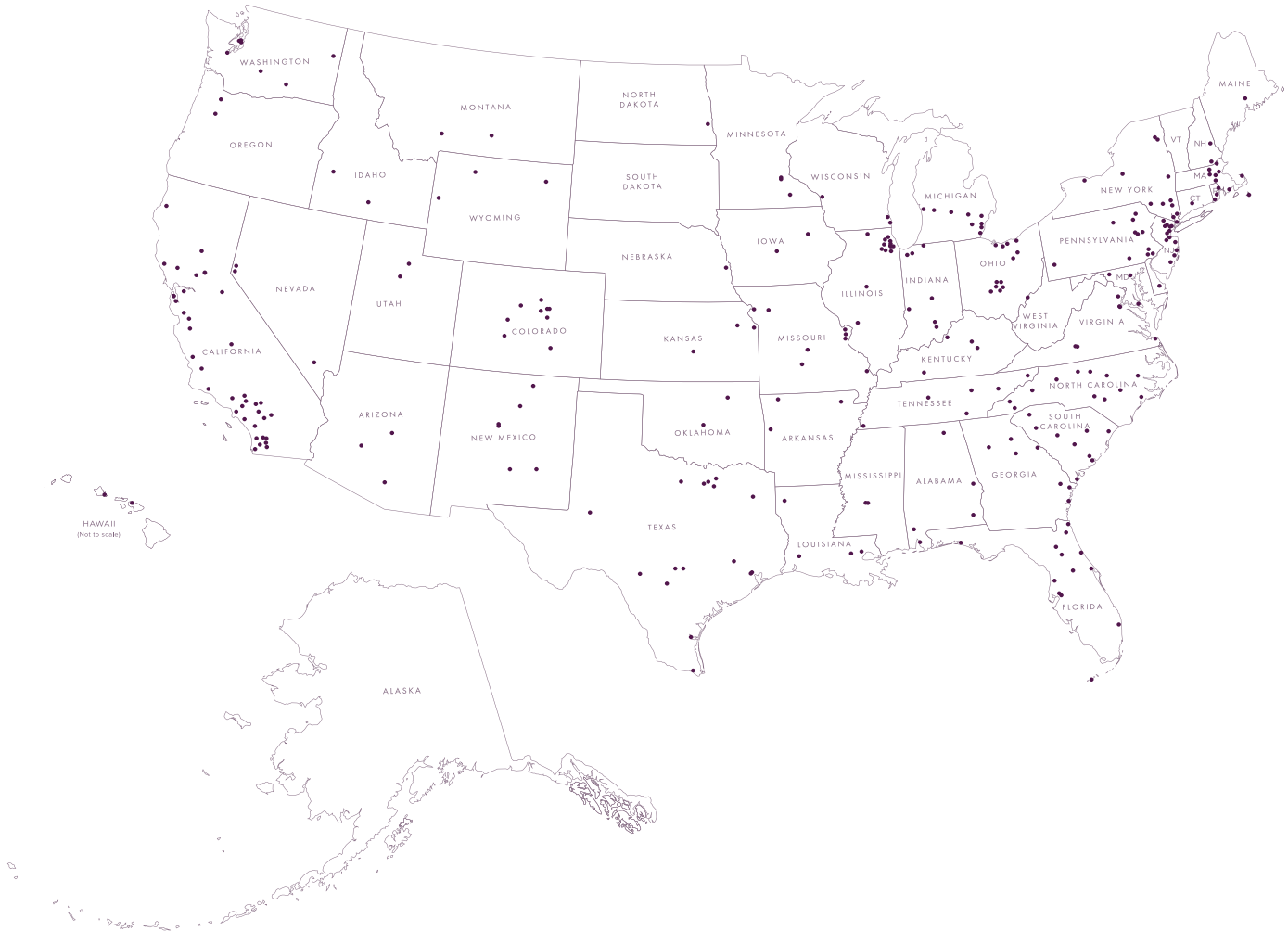
Berkshire Hathaway HomeServices is the top real estate brand in the nation. With more than 44,000 agents and 1,300+ offices in 47 states*, we offer an unmatched national and global network.

Our company is built on proven operational excellence, demonstrated integrity and the

reputation of Berkshire Hathaway, one of the world's most admired companies. Our powerful Global Network Platform equips our agents to work in a world that is mobile, online and social, complementing our deep industry expertise and unmatched business knowledge.



A NATIONAL NETWORK OF OPPORTUNITY



44,000 AGENTS, 1,300+ OFFICES AND GROWING

Berkshire Hathaway HomeServices National Reach

BHHS Network December 2017, map is subject to change along with the rapid growth of the network.



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A REAL ESTATE LEADER

#1



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The number one brokerage in the Midwest in the Berkshire Hathaway HomeServices Network*

#2



Fortune has recognized Berkshire Hathaway as the world's second largest company. HomeServices of America is the second largest residential real estate brokerage company in the United States**

#3



BERKSHIRE HATHAWAY | KoenigRubloff
HomeServices | Realty Group

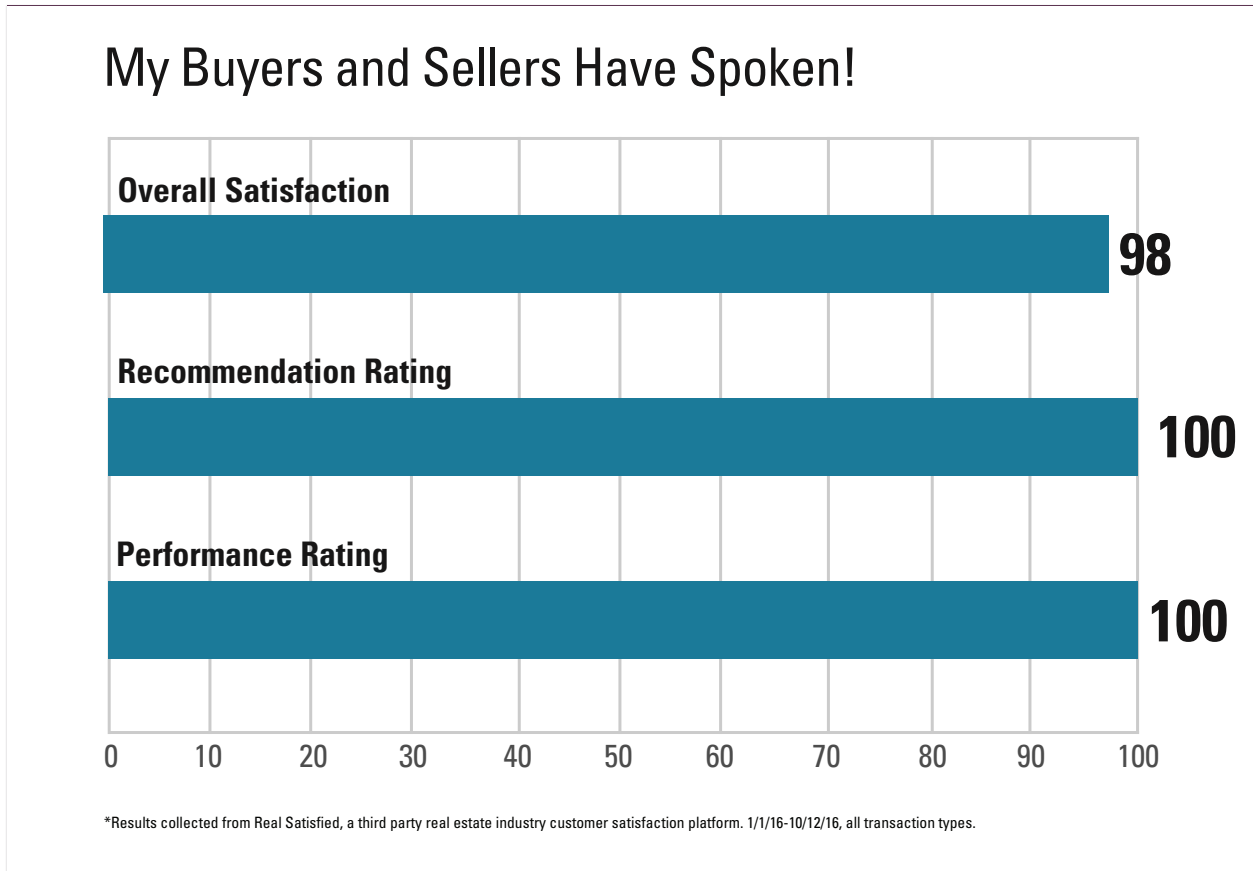
The third largest brokerage nationally in the entire Berkshire Hathaway HomeServices Network***



BERKSHIRE HATHAWAY
HomeServices
KoenigRubloff
Realty Group

* HSF Affiliates LLC Operates Berkshire Hathaway HomeServices, highest GCI, U.S. Midwest, 2016
** Fortune.com/Fortune 500 January 2018. 2017 Real Trends 500 by volume, units
*** HSF Affiliates LLC Operates Berkshire Hathaway HomeServices, highest GCI, U.S. 2016

YOUR SATISFACTION



When it comes to customer satisfaction, KoenigRubloff numbers speak for themselves. Our professionalism, service and quality set us apart from the rest, and ensure that you will have a terrific real estate experience.

TELL US WHAT YOU THINK

You'll receive a survey invitation email about two days after your closing from Real Satisfied, an independent rating service. Look for the survey, and take this opportunity to share your experience.



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* Real Satisfied consumer response data for KoenigRubloff closed transactions. December, 2016

BEING GOOD NEIGHBORS

The powerful impact that individuals can have when they come together is insurmountable. Through projects like food pantry drives, brown bag lunch assembly, work days at Feed

My Starving Children, our annual Toys for Tots effort, and our Week of Kindness volunteer event, our agents and employees use their time and talents to serve others.



As good neighbors, we believe in giving back to the communities we serve. The KoenigRubloff Cares Foundation was established as the charitable arm of our company. Through fundraising and local volunteer work, we strive to practice kindness and improve the quality of life for all.

Thanks to ongoing contributions from our generous agents and employees, and our Night in Monte Carlo fundraiser, in 2017 we were able to grant more than \$100,000 to these charities.



This non-profit organization offers children with cancer opportunities for positive group activities and emotional support.



Chicagoland's Habitat for Humanity builds homes and strengthens communities through homeownership.



Berkshire Hathaway HomeServices KoenigRubloff Realty Group's reach extends beyond real estate to offer clients a full-service experience, with in-house lending, title, insurance and home warranty providers. Clients have the confidence of knowing that these affiliated companies share the same high level of commitment and customer service as KoenigRubloff Realty Group.

HOMESERVICES LENDING

Listening to needs
Finding solutions
Competitive products
Superior service

847.853.6655

FORTDEARBORN TITLE

A division of
KoenigRubloff Realty Group

847.853.6000
CustomerCare@FDTitle.com

Full service title services to ensure
a smooth closing

HOMESERVICES INSURANCE

A division of
KoenigRubloff Realty Group

800.277.0013
Insurance@HomeServices-ins.com

Full service agency
Connections to leading providers
and products
Comprehensive range of
coverage options



WORKING FOR YOU

A real estate broker takes your home from listing to closing, playing many roles. A fiduciary responsibility to you is the foundation, and you can expect market expertise, guidance, responsiveness, loyalty, disclosure and accountability at all times.



ANALYSIS & INSIGHT

- Market Analysis
- Pricing Strategy
- Seller Updates
- Showing Feedback
- Traffic Reports



MARKETING

- Photography & Home Description
- MLS Management
- Broker Promotion
- Advertising
- Online Marketing
- Open Houses
- Direct Marketing
- Local and Relocation Buyer Contacts
- Personal Referrals
- Showings



NEGOTIATIONS & MANAGEMENT

- Agency Options
- Presenting Offers
- Answering Objections
- Negotiating Terms
- Purchase Agreement
- Contract Contingencies
- Inspections
- Post-Contract Negotiations
- Closing



REPRESENTATION & RELATIONSHIPS

BUYER'S AGENT

A Buyer's Agent has a fiduciary responsibility to represent only the home buyer's best interest throughout the home buying process.

SELLER'S AGENT

A Seller's Agent, also known as a listing agent, has a fiduciary responsibility to represent only the home seller's best interest through the home selling process. The listing agent is the seller's designated agent.

DUAL AGENT

A Dual Agent represents both the buyer and seller ethically and honestly, safeguarding the confidentiality of both clients. An agent must have the seller's and buyer's permission to act as a Dual Agent.



RESPECTED AND ADMIRIED

FORTUNE

WORLD'S MOST ADMIRIED COMPANIES

#1	Apple
#2	Amazon.com
#3	Starbucks
#4	Berkshire Hathaway
#5	Walt Disney
#6	Alphabet (Google)
#7	General Electric
#8	Southwest Airlines
#9	Facebook
#9	Microsoft

BARRON'S

WORLD'S MOST RESPECTED COMPANIES

#1	Alphabet (Google)
#2	Apple
#3	Amazon.com
#4	Berkshire Hathaway
#5	Microsoft
#6	Costco Wholesale
#7	Johnson & Johnson
#8	Home Depot
#9	3M
#10	Walt Disney

FORBES

WORLD'S LARGEST PUBLIC COMPANIES

#1	ICBC
#2	China Construction Bank
#3	Berkshire Hathaway
#4	JP Morgan Chase
#5	Wells Fargo
#6	Agricultural Bank of China
#7	Bank of America
#8	Bank of China
#9	Apple
#10	Toyota Motor

*Fortune – World's Most Admired Companies 2017 **Barron's – World's Most Respected Companies 2017 ***Forbes – The World's Largest Public Companies 2017



THE CHOICE IS CLEAR FOR REPEAT HOME SELLERS



The network was honored in J.D. Power's 2017 Home Buyer/Seller Satisfaction Study for "Highest Overall Satisfaction for Repeat Home Sellers Among National Full Service Real Estate Firms."

Berkshire Hathaway HomeServices received the highest numerical score among 5 real estate companies for repeat home sellers in the J.D. Power 2017 Home Buyer/Seller Satisfaction Study, based on 5,117 total responses, measuring the perceptions and experiences of customers who bought and/or sold a home between March-April 2017. Your experience may vary. Visit jdpower.com

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**BERKSHIRE
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MARKETING EXPOSURE



**BERKSHIRE
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WORLD CLASS MARKETING

A blend of art and science, our marketing platform combines technology with a personal touch.



EXPERT INSIGHT
Property analysis and preparation



PHOTOGRAPHY & VIDEO
Beautiful images captivate buyers



POSTCARDS
Stunning direct mail, targeted for results



BROCHURES
Beautiful home brochures and marketing materials



YARD SIGNS
A sign of confidence



ECARDS
Instantly promote new listings, open houses and updates



BROKER NETWORKING
Connections with the top brokers in the area



PROPERTY WEB ADDRESS
Your online address is the focal point of our marketing



BERKSHIREHATHAWAYHS.COM
A global destination for home buyers



DIGITAL
500+ real estate websites work for you



KOENIGRUBLOFF.COM
The local real estate resource



MOBILE
An app that is as mobile as our buyers



LOCAL MEDIA
Enticing advertisements in local and regional newspapers and magazines



PUBLIC RELATIONS
Millions of media impressions each month



REPORTS
Our data powers your next move



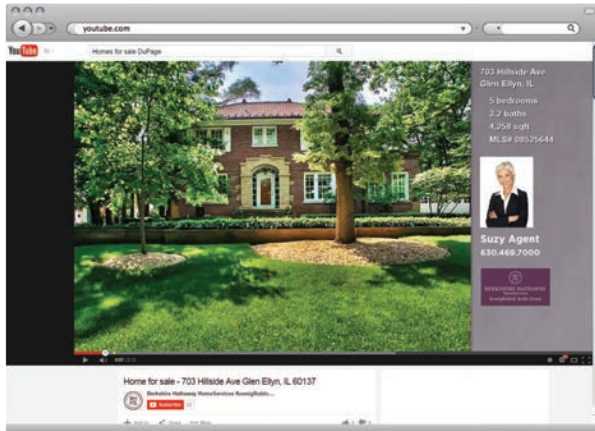
RELOCATION
We move companies from around the world



SATISFACTION SURVEY
Your feedback matters

PHOTOGRAPHY & VIDEO

BEAUTIFUL IMAGES CAPTIVATE BUYERS



Beautiful listing photography captivates and intrigues potential buyers. Online or in a printed brochure, stunning visuals are your home's avenue to a lasting first impression. Great care is taken to provide the best photos, and we pay attention to every detail, to shape the unique story of your home.

Video is the medium of choice for a highly mobile and digital audience, and YouTube is the source for online video. Every KoenigRubloff listing has a YouTube video, garnering even more exposure for your listing.

YouTube reaches
one third of people
on the internet

*YouTube statistics, December 2016.



YARD SIGNS | A SIGN OF CONFIDENCE

The right sign speaks volumes about the company you keep. Barron's recognizes Berkshire Hathaway as one of the world's most respected companies*. You can be confident that a sign bearing the Berkshire

Hathaway HomeServices name represents you well. Our distinctive cabernet and white signs convey quality to capture the attention of prospective buyers.



*Barron's 2013-2016

BEAUTIFUL BROCHURES & MARKETING PIECES

The story of your home unfolds in beautiful, four page property brochures, created for each property. These full-color pieces make a lasting impression.

DIRECT MARKETING

ECARDS

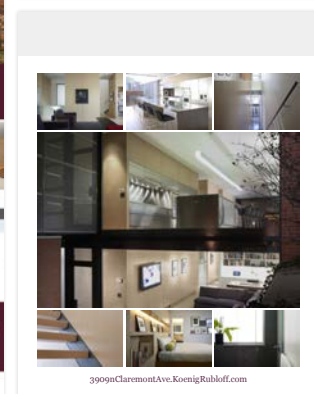
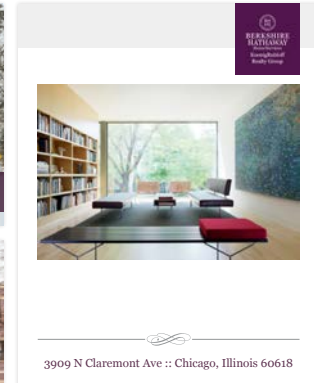
Instant communication of new listings, open houses and updates.

eCards are one of the most effective ways to communicate new listings, open houses and other important information quickly and to a targeted audience.

POSTCARDS

Stunning direct mail, targeted for results.

Beautiful property postcards can be a great way to spread the word. Direct mail can be employed to reach a highly targeted audience and achieve maximum results.



A POWERFUL BROKER NETWORK

CONNECTIONS WITH THE TOP BROKERS IN THE AREA

Excellence inspires excellence. The power of KoenigRubloff is our network of 1,500 real estate professionals and staff. In the company of the most productive brokers in the area, we bring clients together.

RELOCATION - WE MOVE COMPANIES FROM AROUND THE WORLD.

Chicago and our surrounding suburbs are top destinations for corporate expansions. KoenigRubloff helps that growing workforce find their homes here. Allied with the most prestigious relocation providers like Brookfield Global Relocation and HomeServices Relocation, we are the broker of choice when companies need to move their most valuable asset.

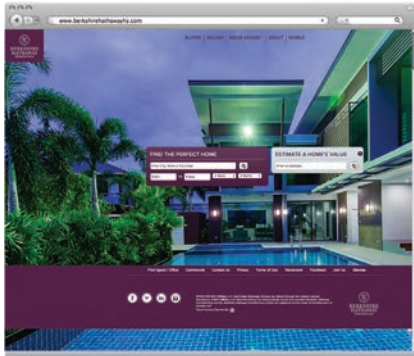
INTOUCH | AGENT APP

Our industry-leading agent app keeps KoenigRubloff agents in the know. Only KoenigRubloff brokers get exclusive access to select properties in the days before they hit the market - a critical marketing time for both buyers and sellers.



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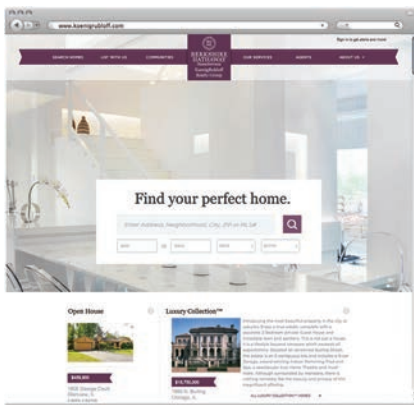
DIGITAL REAL ESTATE



BERKSHIREHATHAWAYHS.COM

A global destination for home buyers

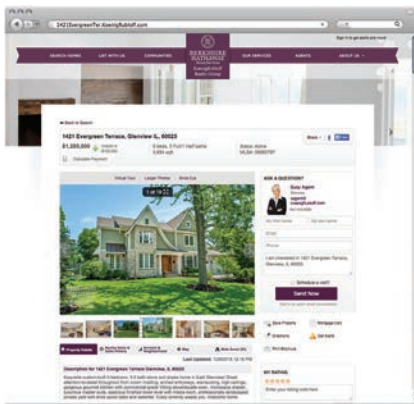
Across the country and around the world, buyers trust the Berkshire Hathaway HomeServices name. Real-time traffic data and Inside Access™ neighborhood and price history reports make this one of the fastest growing home search destinations. Thinking of selling? Estimate your home value based on sophisticated analysis of real estate and public data.



KOENIGRUBLOFF.COM

The local real estate resource

The source for local real estate search, attracting more than 100,000 desktop visits and 25,000 mobile visits each month. Intuitive search, detailed maps and intelligent filters transform listing data into home finding intelligence.



PROPERTY WEB ADDRESS

Your online address is the focal point of our marketing

A unique web address connects buyers with compelling information and beautiful images of your home. Rich local details give buyers an in-depth view of the schools and neighborhood amenities. Buyers can easily save properties to an online portfolio, contact the agent or share via social media.



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ENHANCED ONLINE MARKETING

Millions of consumers use national real estate sites and mobile apps. To capture this highly engaged group, KoenigRubloff enhances our listings and data streams on the most popular digital real estate destinations.



45+ MILLION VISITORS EACH MONTH



50+ MILLION VISITORS EACH MONTH



20+ MILLION VISITORS EACH MONTH



8+ MILLION VISITORS EACH MONTH

Enhanced advertising
and enhanced feeds
reach 100 million
viewers each month



**BERKSHIRE
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Realty Group

DIGITAL | 350+ REAL ESTATE WEBSITES WORK FOR YOU

KoenigRubloff properties appear on more than 350 websites through our online advertising partnerships. Popular news and information sites, a vast brokerage network and niche real estate sites reach a unique audience and ensure that your home receives maximum exposure.

BERKSHIREHATHAWAYHS.COM

KOENIGRUBLOFF.COM

ZILLOW.COM

YAHOO REAL ESTATE

TRULIA.COM

HOMES.COM

REALTOR.COM

HOMEFINDER.COM

HOTPADS.COM

MOVE.COM

OPENHOUSES.COM

ALL MAJOR BROKER WEBSITES VIA IDX

WSJ.COM - WALL STREET JOURNAL ONLINE

EUROPE.WSJ.COM

ASIA.WSJ.COM

MSN

CNN MONEY

WASHINGTON POST

US NEWS

KIPLINGER

DAILYHERALD.COM

CHICAGOTRIBUNE.COM

TRIB LOCAL

YOUTUBE

AOL.COM



Our advertising partners power a network of over 350 trusted local news sites in communities nationwide, including:

BALTIMORE SUN

CINCINNATI ENQUIRER

DES MOINES REGISTER

DESERT SUN

DETROIT FREE PRESS

IDAHO STATESMAN

INDIANAPOLIS STAR

KANSAS CITY STAR

LA WEEKLY



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*Subject to change.

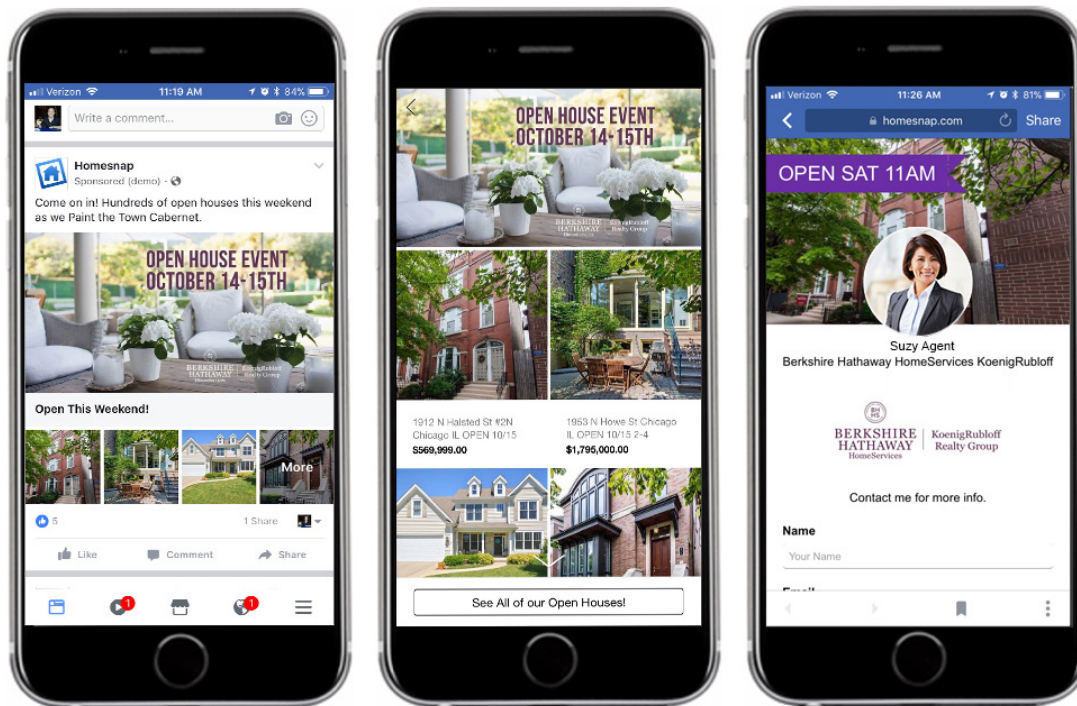
FACEBOOK PROPERTY ADVERTISING

KoenigRubloff is the first brokerage in the nation to use Facebook Collections ads through the HomeSnap advertising platform.

Nearly 70% of the US uses the Facebook tools, and users spend 50 minutes each day on Facebook. This platform has grown to be the most popular US leisure activity, after television, and an increasingly important ecommerce avenue.

Our innovative program gives our listings a coveted space in social media feeds, using dynamic ad technology to continuously refresh property ads.

- Buyers see many neighborhood homes at once
- Ads expand to show details for each home seamlessly
- Dynamic ad balancing reaches the most engaged users
- New listings, open houses, price reduction and luxury ads.



SOURCE: NYTimes.com, 5/5/2016



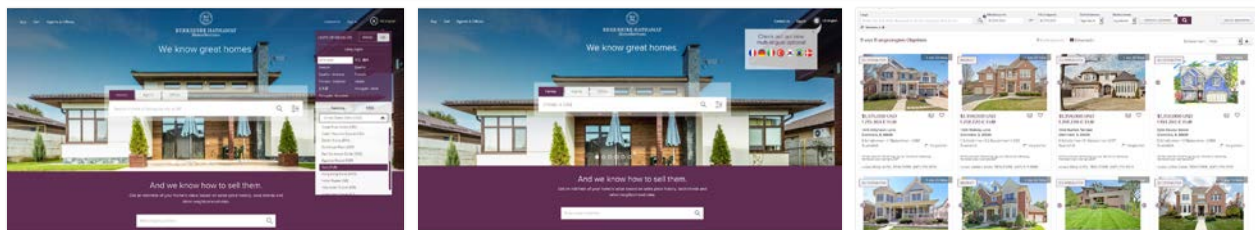
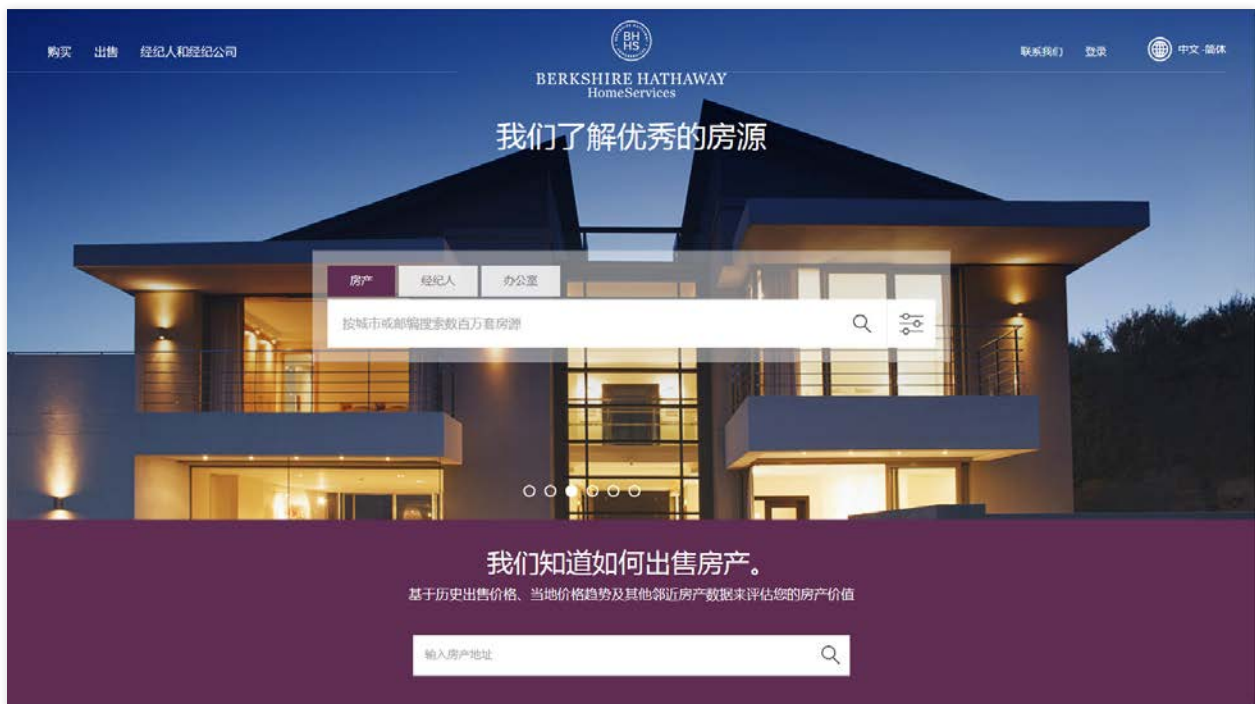
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WE SPEAK YOUR LANGUAGE

BERKSHIREHATHAWAYHS.COM



BerkshireHathawayHS.com reaches more than one million users each month from around the world. New multilingual search features and pricing conversion for more than 45 currencies helps us connect with buyers around the globe and just down the street.



CHINESE LANGUAGE DESTINATIONS

In addition to BerkshireHathawayHS.com, we market homes on two international real estate portals to reach Mandarin Chinese speakers. Juwai.com is hosted in China and accessible to an exclusive audience of high net worth Chinese consumers. Sodichan, which means “search properties” is a newly launched international property portal catering to Chinese buyers seeking to live abroad.

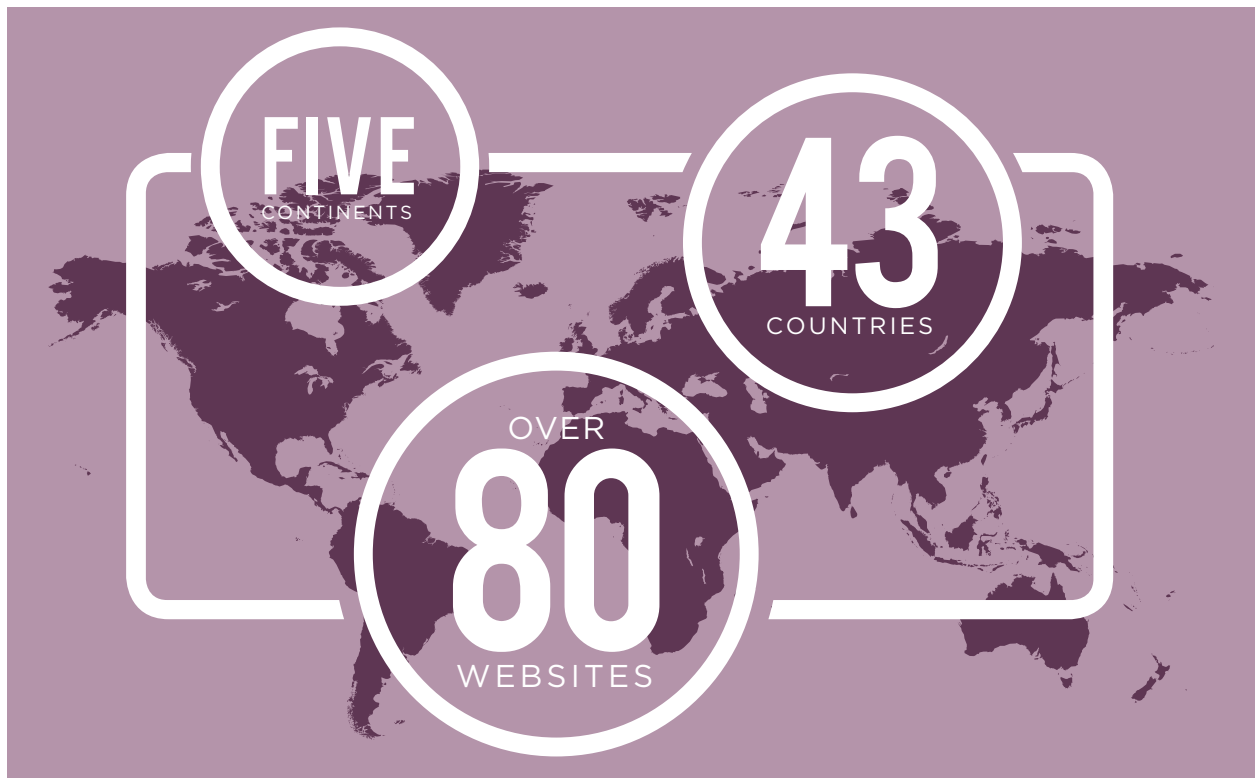


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IN-COUNTRY WEBSITES; WORLDWIDE VISIBILITY

Berkshire Hathaway HomeServices and REA Group distribution are brilliantly combined to broadcast your property worldwide. Your property is shared to more than 80 websites, providing a localized search experience to potential buyers in 43 countries across five continents.

Algeria	Dominican Republic	Macau	Russia
Argentina	France	Malaysia	Singapore
Australia	French Polynesia	Mexico	Spain
Belgium	Germany	Monaco	Thailand
Brazil	Greece	Morocco	Tunisia
Canada	Hongkong	New Caledonia	Turkey
Chile	India	Panama	United Arab Emirates
China	Indonesia	Peru	United Kingdom
Colombia	Israel	Portugal	Uruguay
Czech Republic	Italy	Qatar	Venezuela
Denmark	Luxembourg	Romania	



*Includes all residential, condominium, townhome, single family, single family detached, ranch over \$200K. Websites subject to change.

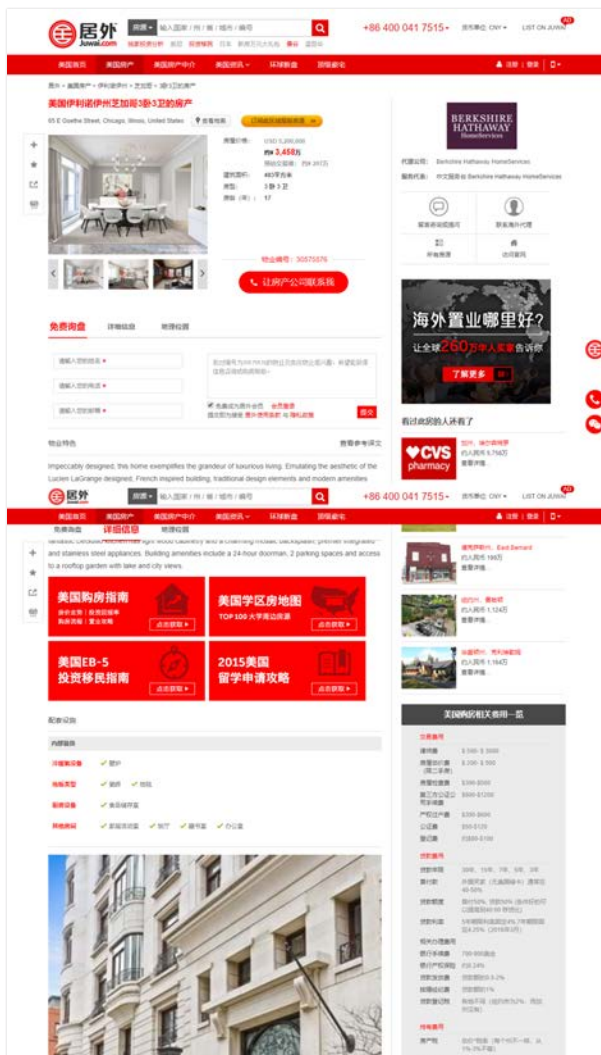
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JUWAI.COM

Advertising on Juwai.com reaches a targeted audience of 2 million affluent Chinese consumers. By partnering with a site that is behind the Chinese firewall, Berkshire Hathaway HomeServices brings our listings to a previously hard-to-reach market of potential buyers. The site displays our properties, along with branded advertising. A click-to-translate program makes it easy to contact an agent in the United States.



In 2016, mainland Chinese outbound property investments surpassed \$1 billion.

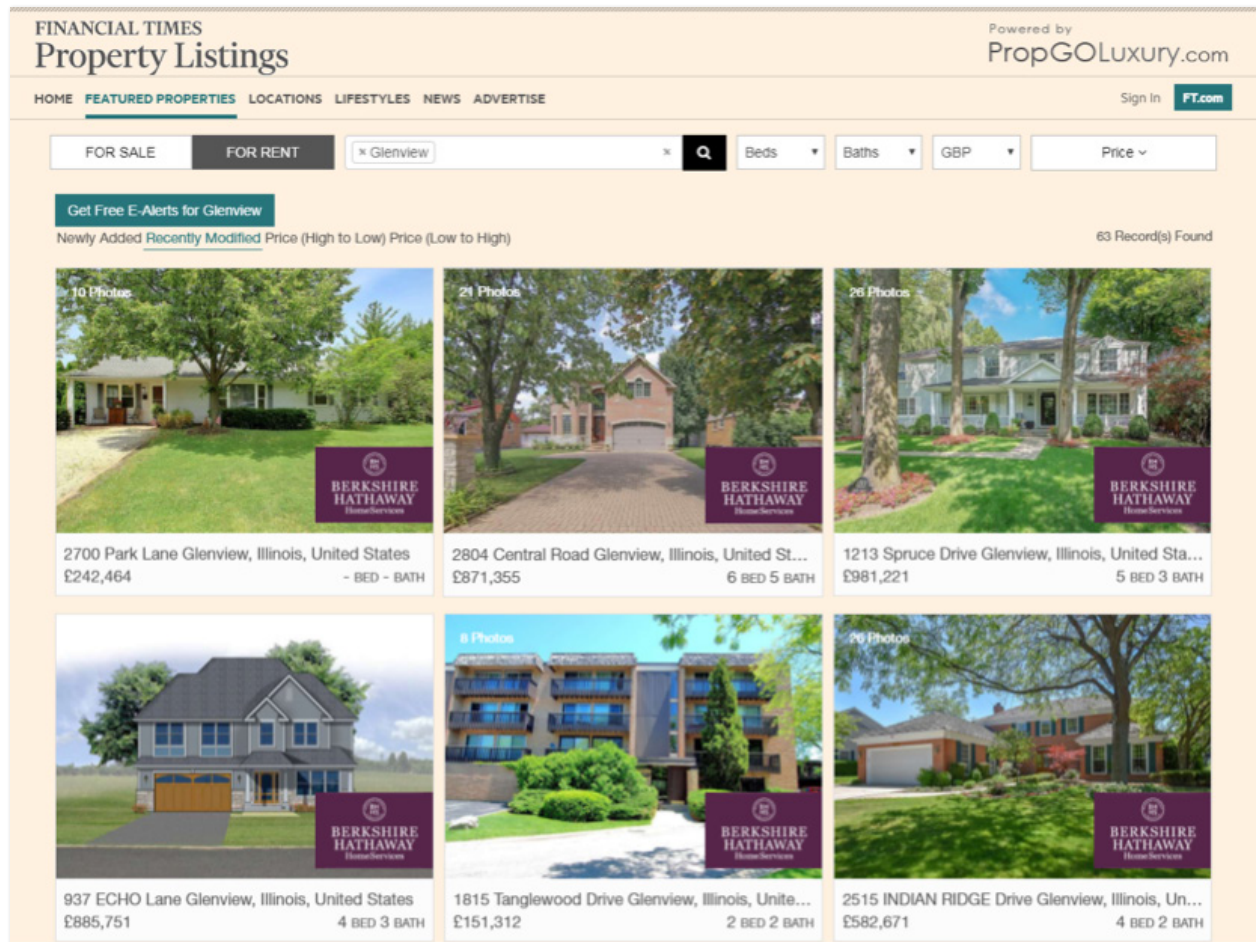
The United States is the top destination for Chinese property investments.



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FINANCIAL TIMES OF LONDON

One of the most important global financial news sources, Financial Times of London has an audience of 650,000 affluent online users. This influential site places your home in front of potential buyers in London and across Europe.



All Berkshire Hathaway HomeServices residential listings are exposed to a sophisticated international audience on the site's Featured Properties page.

Source: FinancialTimes.com, 2017. Attached and Detached property types.



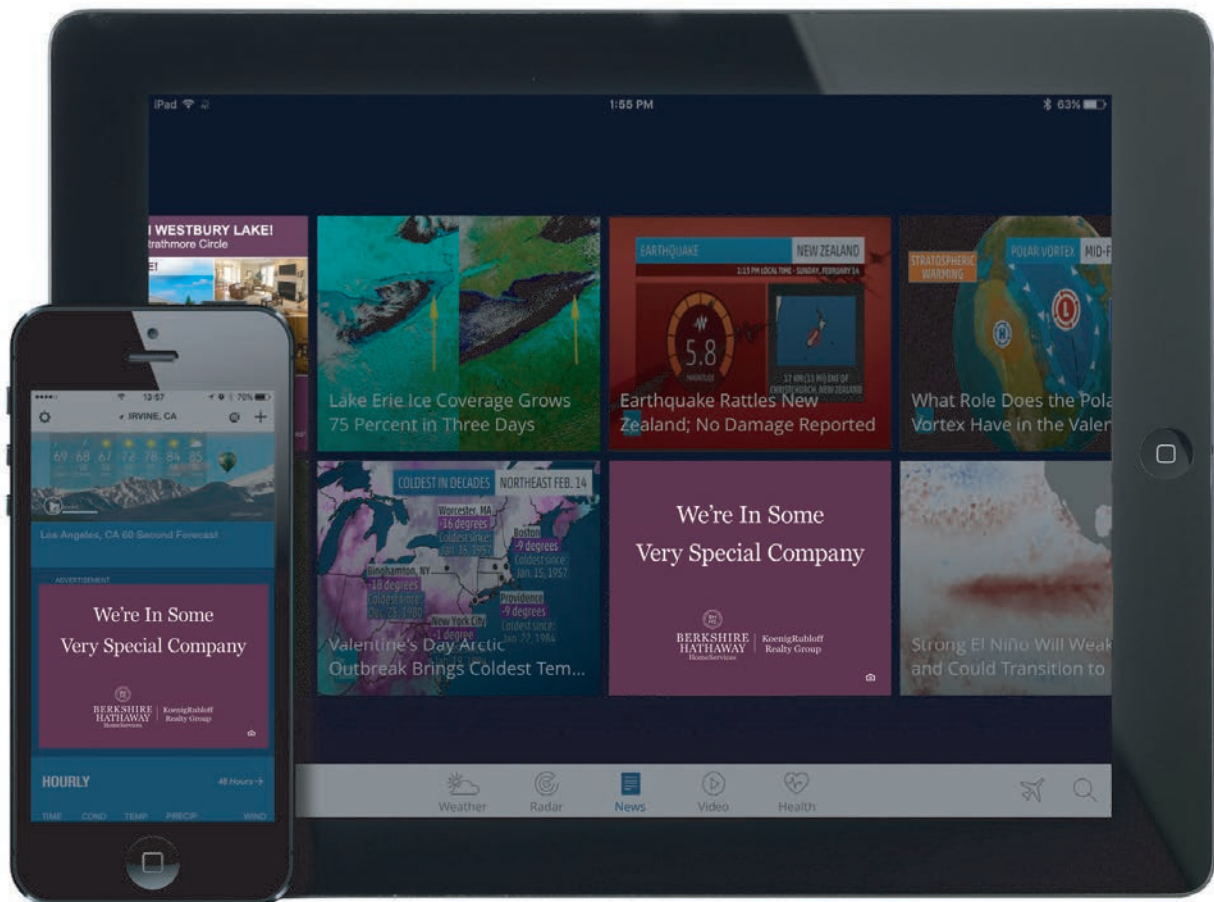
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DIGITAL | RETARGETING & MOBILE ADS

Using innovative advertising networks like AdWerx and Chalk Digital, we extend the reach of traditional real estate advertising.

AdWerx takes online ads beyond the real estate sites. A vast network of news and information websites including CNN.com, ESPN.com, Amazon.com and hundreds more*. Sophisticated retargeting keeps ads in front of the most engaged consumers.

Mobile app advertising is the fastest growing advertising segment. Chalk Digital campaigns deliver in-app ads to consumers in hyper-targeted locations, through a network of 36,000 mobile apps. Geofencing rules specify where and when ads are strategically distributed to consumers in real time.



*Websites subject to change

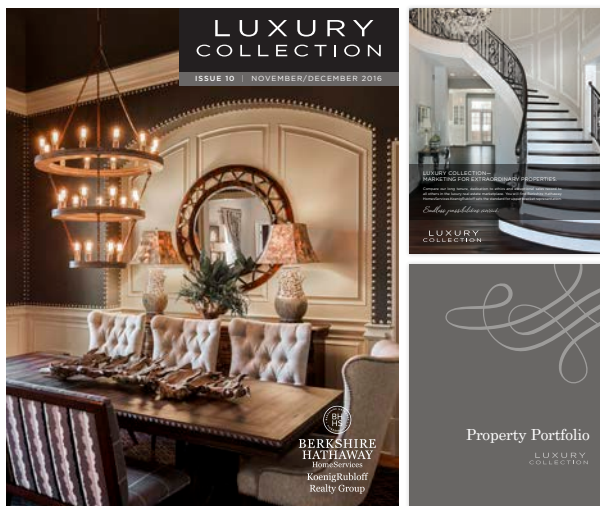


LUXURY COLLECTION & LUXURY COLLECTION MAGAZINE

Last year, we listed and sold more than \$1.1 billion in luxury residences, and nearly 20% of Chicago upper-bracket sales.

Our most prestigious residences require marketing that reaches a worldwide audience. The award-winning Luxury Collection program has an overarching goal of bringing our superior customer service and the knowledge we possess of the luxury market to the world's most distinguished consumers.

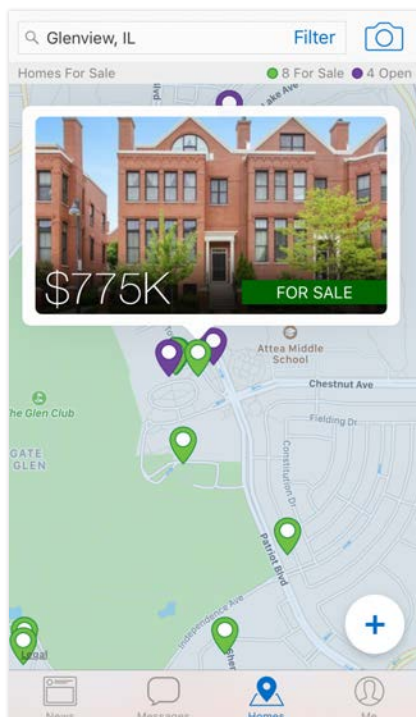
Exclusively for Berkshire Hathaway HomeServices KoenigRubloff Realty Group, Luxury Collection Magazine captures the essence of luxury living in Chicago and beyond. A showcase of the finest residences currently offered for sale in our Luxury Collection, this digital publication reaches an affluent audience through highly targeted channel marketing.



LUXURY
COLLECTION



HOMESNAP



AN APP THAT IS AS MOBILE AS OUR BUYERS

Search anytime, anywhere with the KoenigRubloff - branded HomeSnap mobile app.

- Instantly see homes for sale or rent nearby
- Snap a photo of a home to find it
- Search by schools or open houses
- Map, satellite and lot line views
- Real-time listing information
- Agent messaging
- Social media sharing
- Weekly neighborhood updates

Ask your agent's direct download code, or visit SearchKRG.com.



**BERKSHIRE
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LOCAL ADVERTISING

Reinforcing our marketing campaigns at the local level, Berkshire Hathaway HomeServices KoenigRubloff Realty Group advertises in a variety of publications strategically targeted at key demographics. Our ads are seen in trusted news sources including:

CHICAGO TRIBUNE

TRIB LOCAL

PIONEER PRESS

SUN TIMES PUBLICATIONS

NORTH SHORE WEEKEND

22ND CENTURY MEDIA

NADIG PRESS

MY SUBURBAN LIFE PAPERS

WALL STREET JOURNAL

CS

MICHIGAN AVENUE MAGAZINE

FOREST & BLUFF

ULTIMATE ADDRESS

LUXURY COLLECTION MAGAZINE

We provide your home with maximum exposure to the ideal audience. Tapping into the local marketplace, we are present in the communities that we live in and love.



TALENT, TECHNOLOGY & A NETWORK OF OVER 1,500 BUSINESS. PUT THE POWER OF KOENIGRUBLOFF TO WORK FOR YOU.

SOLDONKOENIGRUBLOFF

24 OFFICES | 11,000 TRANSACTIONS | KOENIGRUBLOFF.COM

BERKSHIRE HATHAWAY HomeServices KoenigRubloff Realty Group

One Magnificent Offer

THE MOST CELEBRATED NAME IN REAL ESTATE IS NOW THE MOST ASKED FOR NAME IN CHICAGO.

SOLDON CHICAGO

Everywhere our clients are, that's where we are, which is why KoenigRubloff has 24 locations throughout the Chicago area and Southwest Michigan to serve you. Why trust anyone else? Put the power of KoenigRubloff to work for you.

BERKSHIRE HATHAWAY HomeServices KoenigRubloff Realty Group KoenigRubloff.com

One Magnificent Offer



SOLDONKOENIGRUBLOFF

PUT THE POWER OF KOENIGRUBLOFF TO WORK FOR YOU.

Whether upsizing, downsizing or just resizing, we will find you the perfect home. Why trust anyone else? KoenigRubloff.com

BERKSHIRE HATHAWAY HomeServices KoenigRubloff Realty Group

One Magnificent Offer



BERKSHIRE HATHAWAY
HomeServices
KoenigRubloff
Realty Group

NATIONAL ADVERTISING

We offer an expansive national advertising campaign driven by our exposure on highly popular television networks and major print publications. The strength and reach of the Berkshire Hathaway HomeServices brand is prominently featured in publications that reach a national and global audience.

Our television commercials are seen via a highly targeted TV buy across HGTV national cable programming.

THE ROBB REPORT

DUPONT REGISTRY

WALL STREET JOURNAL

WALL STREET JOURNAL MANSION

UNIQUE HOMES

PRESTIGE MAGAZINE

REAL ESTATE MAGAZINE

REALTOR MAGAZINE



BERKSHIRE HATHAWAY
HomeServices
KoenigRubloff
Realty Group

PUBLIC RELATIONS & SOCIAL MEDIA

Our in-house public relations and social media team is hard at work, generating millions of media impressions every month and securing editorial placements for our agents, company, and properties in highly visible publications.

Social Media delivers the most up-to-date information regarding our communities and the marketplace.

CHICAGO TRIBUNE

SPLASH HOMES

CRAIN'S CHICAGO BUSINESS

WALL STREET JOURNAL

NORTH SHORE WEEKEND

PIONEER PRESS

SUN TIMES

22ND CENTURY MEDIA

NADIG PRESS


MY SUBURBAN LIFE PAPERS




LISTING UPDATES

KOENIGRUBLOFF EDGE REPORT

KoenigRubloff Edge Report




700 Arbor Dr (09572505) - Web Traffic Report 4/26/2017








700 Arbor Dr
 Lake Bluff, IL 60044
 \$11,300,000
 ACTV - 09572505
700ArborDr.KoenigRubloff.com

Listed: 3/22/17



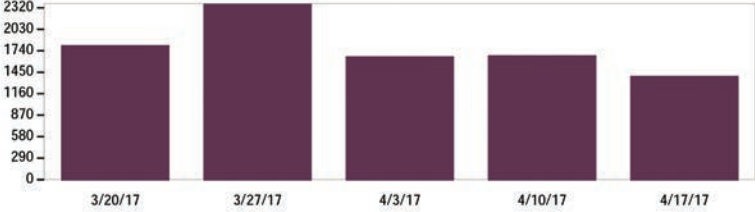
Suzy Agent
 847.853.5000
sagent@KoenigRubloff.com

Web traffic — Apr 17 - Apr 23, 2017

		Last 7 days	Last 30 days	Cumulative	
		4/17/17 - 4/23/17	3/25/17 - 4/23/17	3/22/17 - 4/23/17	
Most popular real estate sites					
	Realtor.com	detail	153	1,175	1,271
		search	1,113	6,407	7,065
	Zillow.com / Yahoo!	detail	1,021	5,319	6,168
		search	65,728	277,631	303,870
	Trulia.com	detail	72	345	363
		search	1,665	7,050	7,349
	KoenigRubloff.com	detail	136	1,006	1,070
		search	214	1,362	1,442
	Homes.com	detail	8	16	16
		search	80	240	240

NA = Data not available.
 KoenigRubloff listings can be viewed on hundreds of websites; this report highlights activity on the KoenigRubloff Web platform along with the most popular sites for national real estate search.

Weekly total detail views




Timely metrics about your home keep you informed throughout the marketing process.


Our KoenigRubloff Edge Report provides a weekly detailed report of web traffic on the most popular real estate destinations. You'll see how many people are finding and viewing your home.




MARKETING UPDATES SELLER ADVANTAGE REPORTS



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Realty Group



Listing Presentation Report



Suzie Agent
980 N. Michigan Ave. Ste. 900
Chicago, Illinois 60611
Phone: (312) 368-5300

Prepared For:
Client Name
778 N Western Avenue
Lake Forest, IL 60045

Unsurpassed web presence

Listing your home with Berkshire Hathaway HomeServices KoenigRubloff Realty Group provides the best experience the Internet has to offer. Our broad appeal and reach to millions of home buyers ensures your home will get the exposure it deserves.

Every day, home buyers nationwide rely on the Internet to find their dream home in an ideal neighborhood. Many of those buyers are searching in your community and looking for a home just like yours.

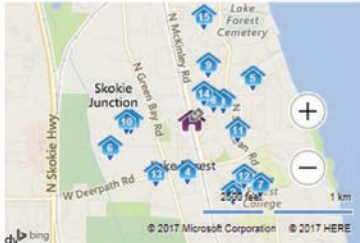
Our industry-leading web presence not only provides home buyers visibility into homes on the market, it also gives a more complete picture of historic sales trends, neighborhood demographics, school information, and commuter information.

Recent searches for a home like yours

113 Yesterday	959 In last week	3,916 In last 31 days	40 Searches Saved
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In addition { 54,606 People in your area have registered on Berkshire Hathaway HomeServices KoenigRubloff Realty Group.
35 Buyers want to know when a home like yours enters the market.
0 Buyers are watching similar properties nearby.

Competitive Overview



1. 921 Church Road, Lake Forest, 60045 - \$1,799,000
2. 511 Rosemary Road, Lake Forest, 60045 - \$1,799,000
3. 146 W Westminster Road, Lake Forest, 60045 - \$1,699,900
4. 464 Oakwood Avenue, Lake Forest, 60045 - \$1,695,000
5. 1070 Meadow Lane, Lake Forest, 60045 - \$1,695,000
6. 604 Golf Lane, Lake Forest, 60045 - \$1,650,000
7. 700 Rosemary Road, Lake Forest, 60045 - \$1,595,000
8. 385 E Wisconsin Avenue, Lake Forest, 60045 - \$1,595,000
9. 1151 Edgewood Road, Lake Forest, 60045 - \$1,525,000
10. 162 W Westminster Road, Lake Forest, 60045 - \$1,500,000

5 more properties

Listing your home with BHHS ensures your home's exposure to millions of buyers relying on our company to help them find their new home.


Seller Advantage is an exclusive market activity report that details buyers' search activity on the Berkshire Hathaway national website, so you can see how our network is working for you.



OUR DATA POWERS YOUR NEXT MOVE KOENIGRUBLOFF REPORTS

THE *KoenigRubloff* REPORT

CHICAGO, IL 60610
Condos - Townhomes



EXECUTIVE SUMMARY

This Week

- The median list price in CHICAGO, IL 60610 this week is \$487,000.

The Market Action Index has been trending down lately, while inventory and days-on-market are climbing. The trends imply a weakening market.

Real-Time Market Profile

		Trend
Median List Price	\$ 487,000	↔↔
Asking Price Per Square Foot	\$ 348	↔↔
Average Days on Market (DOM)	346	↑↑
Percent of Properties with Price Decrease	29 %	
Percent Relisted (reset DOM)	55 %	
Percent Flip (price increased)	1 %	
Median House Size (sq ft)	1600	
Median Number of Bedrooms	2.0	
Median Number of Bathrooms	2.0	
Market Action Index	Strong Buyer's 20.9	↓

↔ No change ↑↑ Strong upward trend ↓↓ Strong downward trend
 ↑ Slight upward trend ↓ Slight downward trend

SUPPLY AND DEMAND

- While prices have been at a plateau for a number of weeks, this is a Buyer's market and the supply of homes listed has started growing relative to demand. This indicates that prices could easily resume a downward trend in conjunction with the MAI. Prices are unlikely to move significantly higher until there is a persistent upward shift in the MAI.

PRICE

- Prices in this zip code seem to have settled around a plateau. Look for a persistent down-shift in the Market Action Index before we see prices deviate from these levels.

QUARTILES

Characteristics per Quartile										Investigate the market in quartiles - where each quartile is 25% of homes ordered by price.
Quartile	Median Price	Square Feet	Beds	Baths	Age	Inventory	New	Absorbed	DOM	
Top/First	\$ 1,385,000	2700	3.0	3.0	44	98	4	3	330	Most expensive 25% of properties
Upper/Second	\$ 635,000	1750	3.0	2.0	31	98	3	2	396	Upper-middle 25% of properties
Lower/Third	\$ 399,000	1250	2.0	2.0	27	99	3	2	328	Lower-middle 25% of properties
Bottom/Fourth	\$ 229,000	750	1.0	1.0	50	99	5	4	332	Least expensive 25% of properties

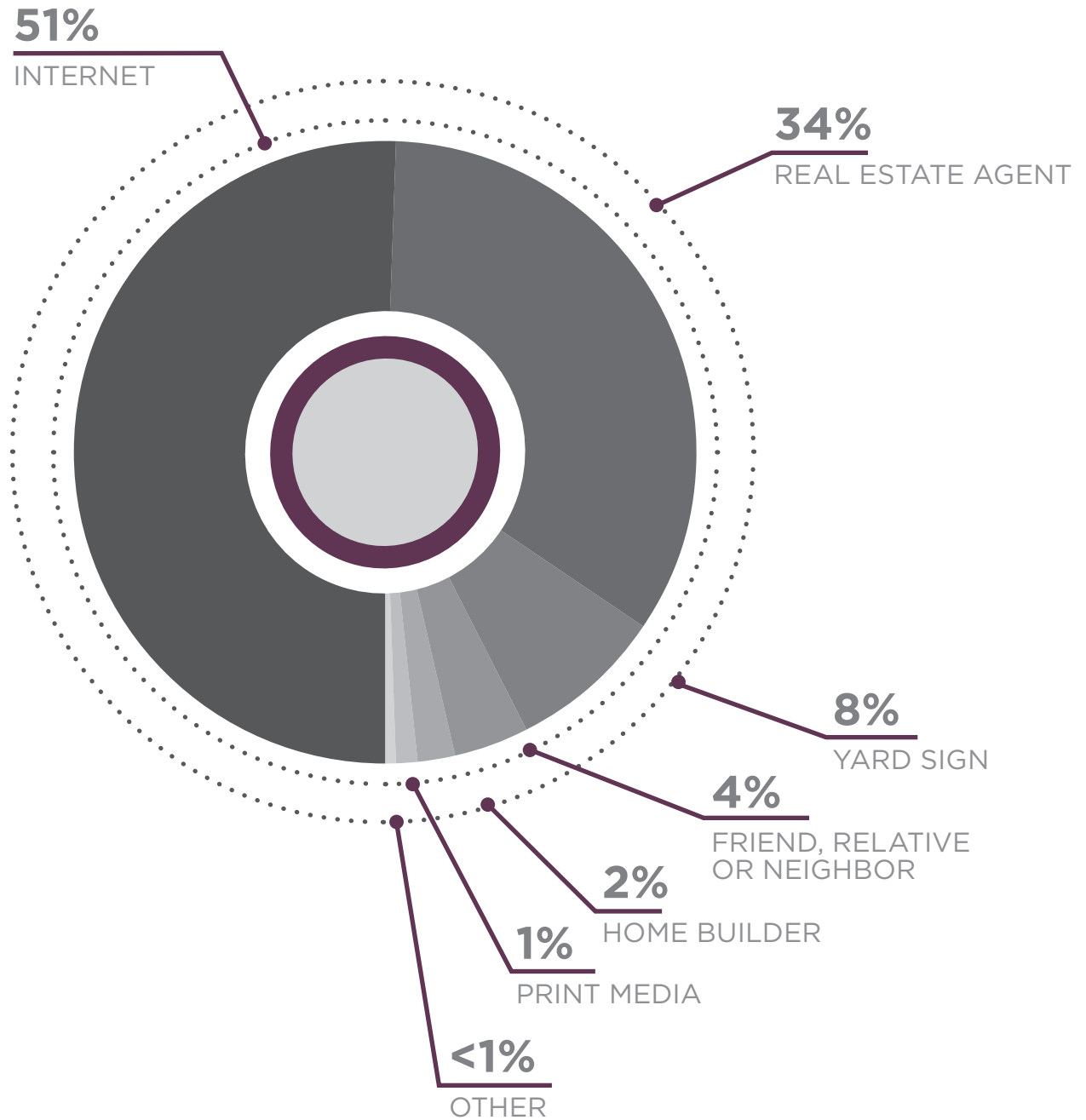
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We put neighborhood data and analysis at your fingertips to help you make the right decisions.

The KoenigRubloff Report is a trend and analysis tool that offers market details on hundreds of neighborhoods and communities in Cook, DuPage, Kane, Kendall and Lake Counties. Charts and graphs provide a snapshot of median prices, inventories, square footage, and market activity.



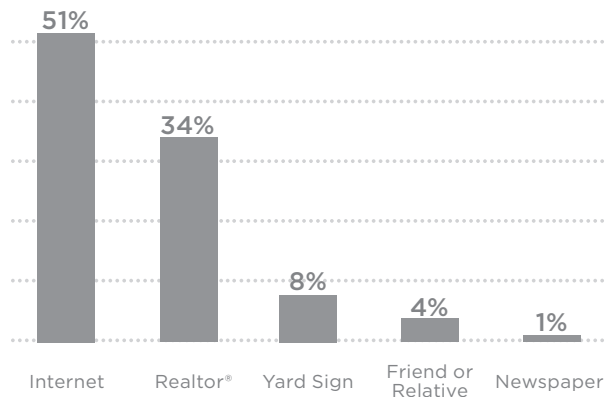
WHERE BUYERS COME FROM



*Source: 2016 The National Association of Realtors® Profile of Home Buyers and Sellers.

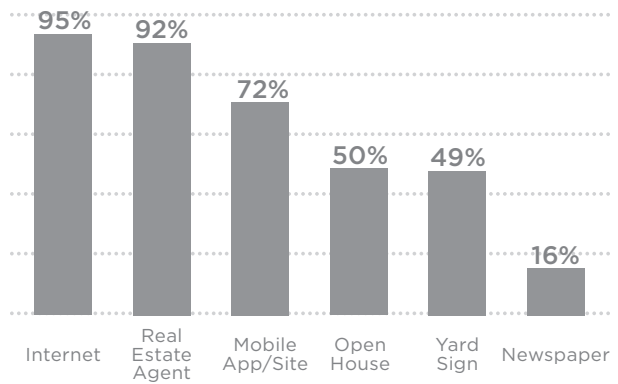
WHERE BUYERS FIND HOMES

How Were You Introduced to the Home You Ultimately Purchased?



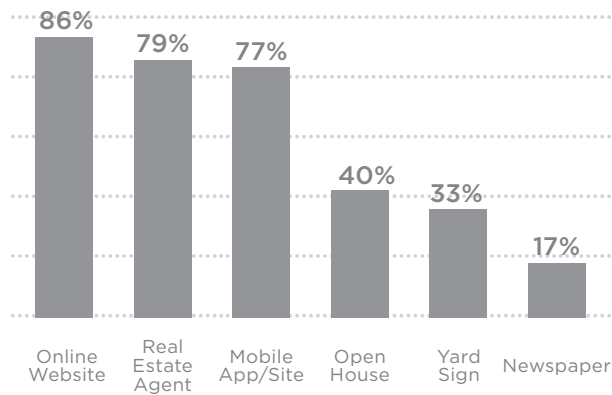
WHERE BUYERS GET INFORMATION

Information Sources Used In Home Searches Nationally



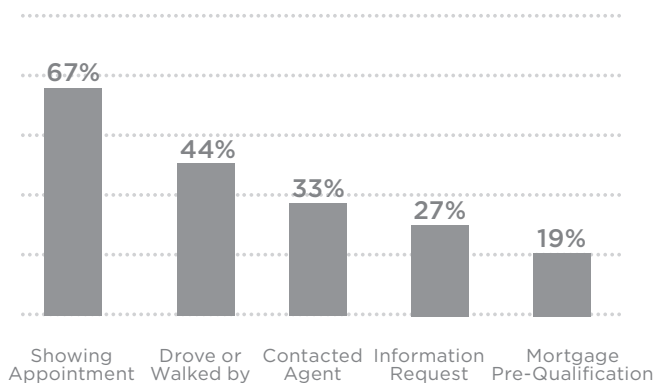
THE MOST USEFUL SEARCH TOOLS

Percentage That Found Source Very Useful



ONLINE SEARCH LEADS TO BUYER ACTION

Actions Taken From Internet Search



A SUCCESSFUL SALE

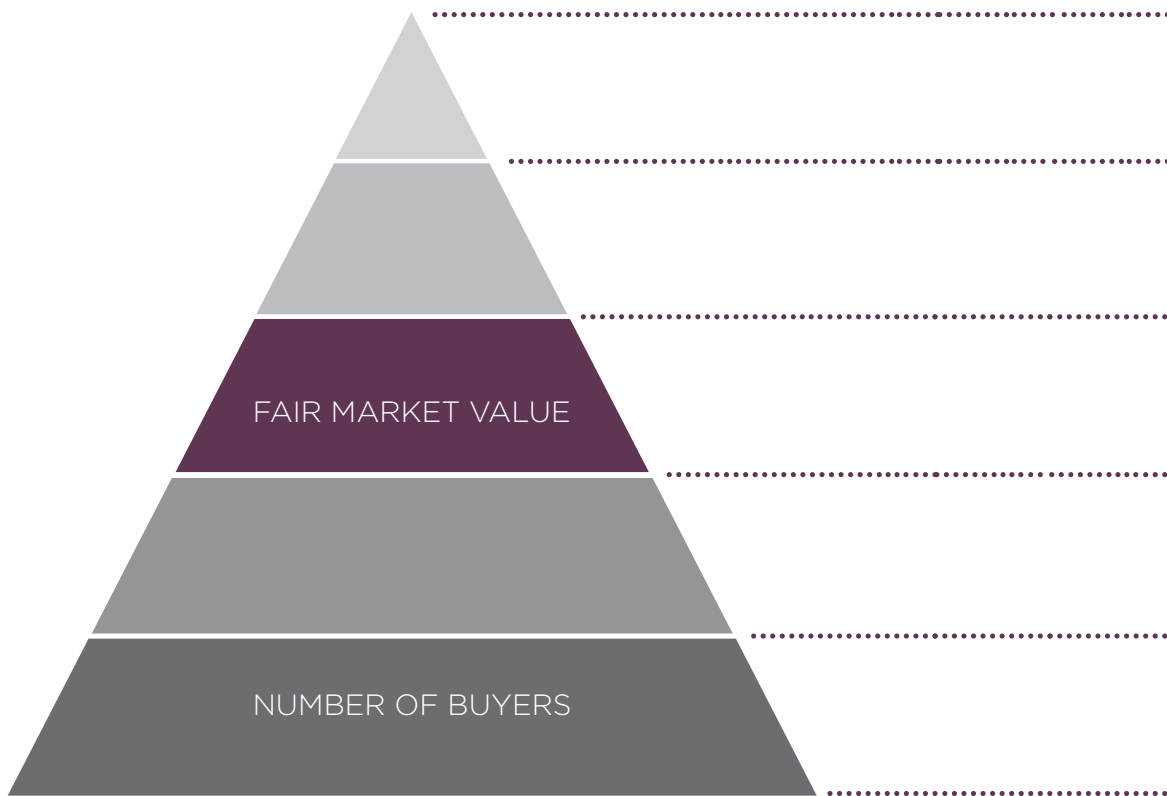


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POSITIONING YOUR HOME IN THE MARKET

KoenigRubloff agents do a thorough analysis of your local market to help determine the value of your home. By setting the asking price at the fair market price, your home is seen by the largest possible audience as it is introduced to the market.

A property gets maximum interest during the first few days. Listing at the best price, rather than trying a higher price, ensures that a home is marketed to the right group of buyers.



GETTING YOUR HOME READY

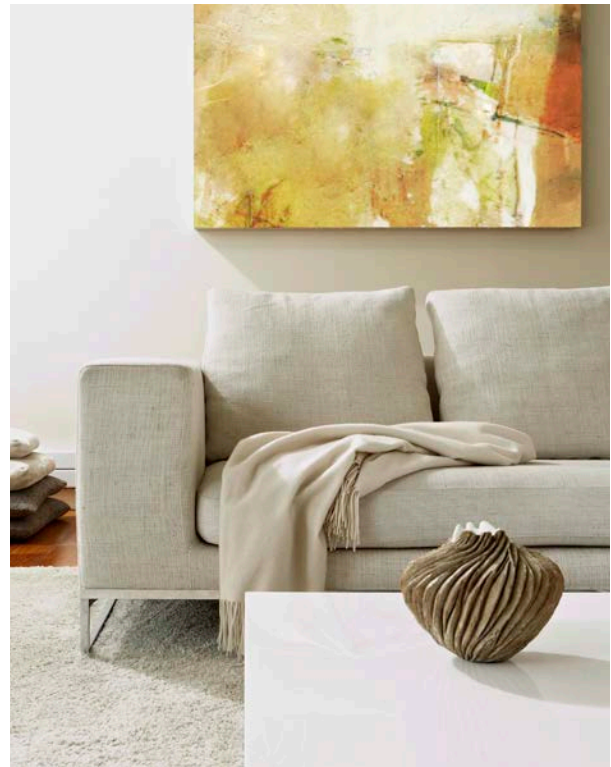
Enhance Your Home Before You List. Make it easy for potential buyers to envision their belongings in your home!

HOME EXTERIOR

- ✓ Consider curb appeal
- ✓ Inspect the exterior and address any problems
- ✓ Maintain lawn, walkways and outside areas

HOME INTERIOR

- ✓ Make every room sparkle
- ✓ Store or remove clutter
- ✓ Inspect and repair plumbing, heating, cooling and alarm systems
- ✓ Paint in a neutral shade
- ✓ Consider professional staging for maximum results



COMPARABLE PROPERTIES



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INFORMATION YOU NEED



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COMPLETE HOME SERVICES



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