



**BERKSHIRE
HATHAWAY**

HomeServices

KoenigRubloff

Realty Group

One Magnificent Life

Berkshire Hathaway wants to be in businesses that are enduring. Real estate brokerages will be around 100 years from now and HomeServices will be around 100 years from now.

WARREN BUFFETT, CEO
BERKSHIRE HATHAWAY, INC.



MISSION

Our mission is to provide the highest quality customer experience throughout all aspects of the home transaction process.

VISION

Our vision is to be the best recognized and most highly respected homeownership services brand, and to be the leading provider of homeownership services in the Chicago region.



No. 1

Berkshire Hathaway
recognized as
the world's most
respected company.

BARRON'S, JULY 2013



BERKSHIRE HATHAWAY | KoenigRubloff
HomeServices | Realty Group

WE ARE KNOWN BY THE COMPANY WE KEEP



At Berkshire Hathaway HomeServices KoenigRubloff Realty Group, we are passionate about what we do and continue to strive to be the foremost provider of superior real estate services in the Chicago area.

Our company was founded on integrity, professionalism, hard work and trust; values that never waver. We proudly carry the Berkshire Hathaway name, a global symbol of quality.

As a \$5 billion organization and one of the highest-performing brokerages in the nation, KoenigRubloff can deliver results for you. We are world-renowned for our luxury marketing and set the standard for upper bracket representation. Our brokers take great pride in providing that same high level of personalized service

to create a luxury experience for all clients, one that you will truly appreciate.

We are committed to being at the forefront of the industry by doing all that we can to anticipate your real estate needs and exceed your expectations.

Sincerely,

Nancy Michael Chris



NANCY NAGY
Chief Executive Officer



MICHAEL PIERSON
President



CHRIS EIGEL
Chairman Emeritus





OUR STORY



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**BERKSHIRE
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LOCAL ROOTS

The Koenig and Rubloff names have been associated with Chicago area real estate since 1930. From our earliest days in Glenview and Chicago, we built our business by working tirelessly to satisfy one client at a time. Generations of home buyers and sellers have associated these names with quality and outstanding service. Today we carry forward that legacy with strong, local leadership, headquartered on Chicago's Magnificent Mile.

Our ties to the neighborhoods and communities that we serve run deep, and we have helped thousands of families become neighbors and friends. We know the schools, parks, restaurants with local flavor and one-of-a-kind shops because this is where we live, work and play.



GLOBAL REACH

Berkshire Hathaway HomeServices is the fastest growing real estate network in the nation. Backed by the legendary business powerhouse, Berkshire Hathaway, the company now has more than 34,000 agents and more than 1000 offices in 47 states, and continues to grow.

The 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, that complements deep industry expertise and unmatched business knowledge.



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KoenigRubloff
Realty Group



STABILITY, STRENGTH, QUALITY AND INNOVATION



The storied Berkshire Hathaway name represents strength, integrity and trust, and is universally respected. Berkshire Hathaway HomeServices brings together that world-class brand name with proven operational excellence, leveraging the company's talent, experience, assets and relationships in the process of becoming the world's most valued real estate network.

Berkshire Hathaway employs nearly 300,000 people and owns more than 55 companies, including GEICO, Fruit of the Loom, Dairy Queen, Helzberg Diamonds, Benjamin Moore Paints, NetJets®, Burlington Northern, See's Candies, Berkshire Hathaway Energy and HomeServices of America.

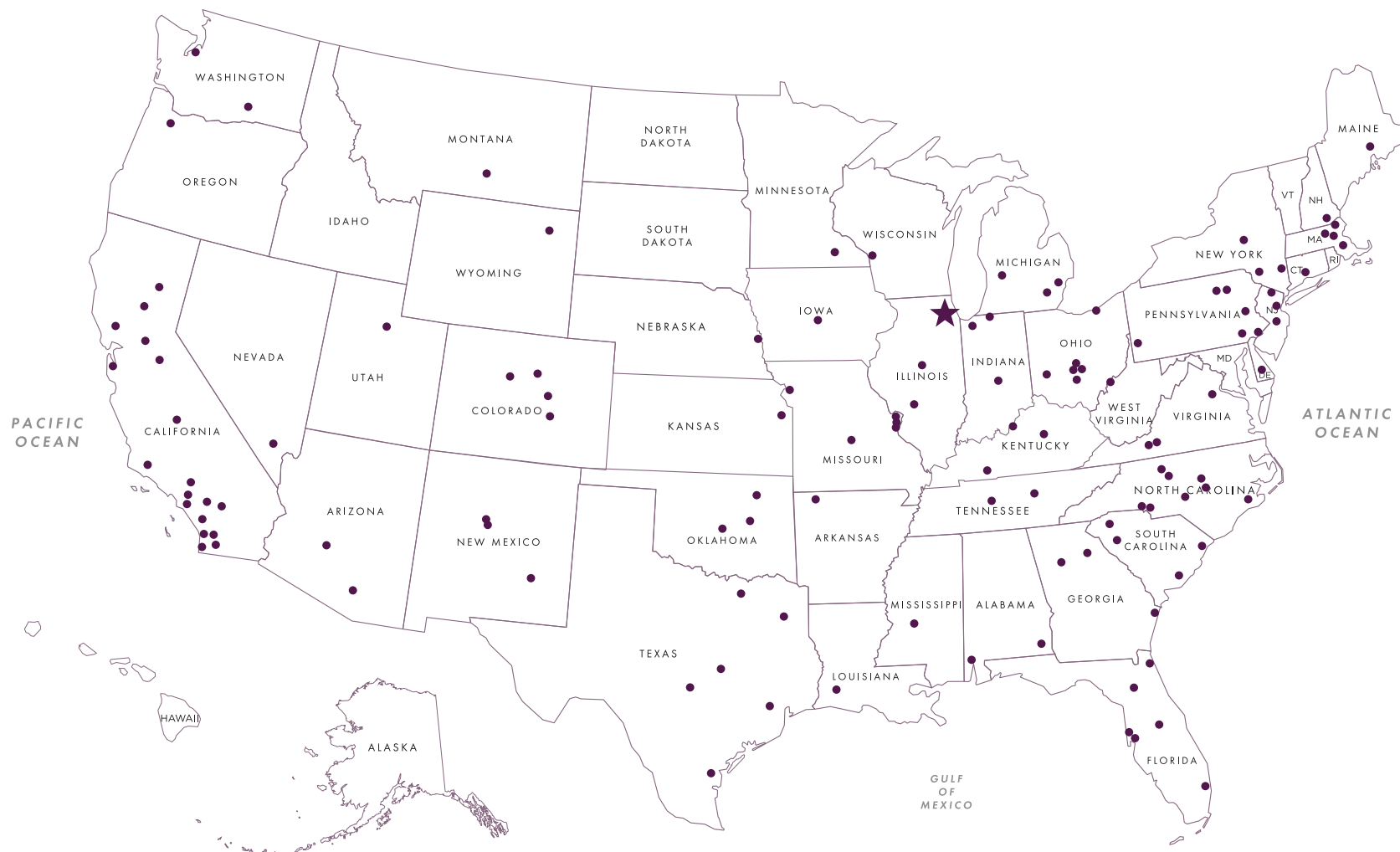
A world-class brand
name with proven
operational excellence.



**BERKSHIRE
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KoenigRubloff
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A NATIONAL NETWORK OF OPPORTUNITY



34,000 Agents, 1000+ Offices and Growing

Berkshire Hathaway Home Services National Reach

BHHS Network November 2014, map is subject to change along with the rapid growth of the network.



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No. 1 CHICAGO

Highest average sale price of major firms
Highest productivity per agent
Highest average list price

No. 1 MIDWEST

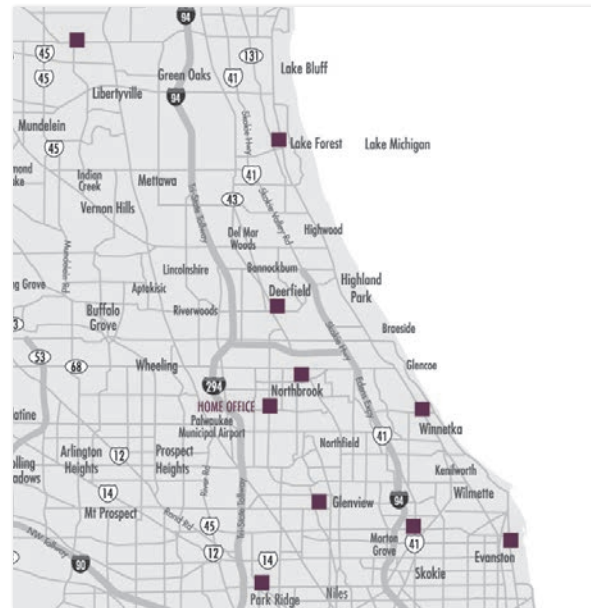
Brokerage in the Berkshire Hathaway
HomeServices National Network

LOCAL LEADING MARKET PRESENCE

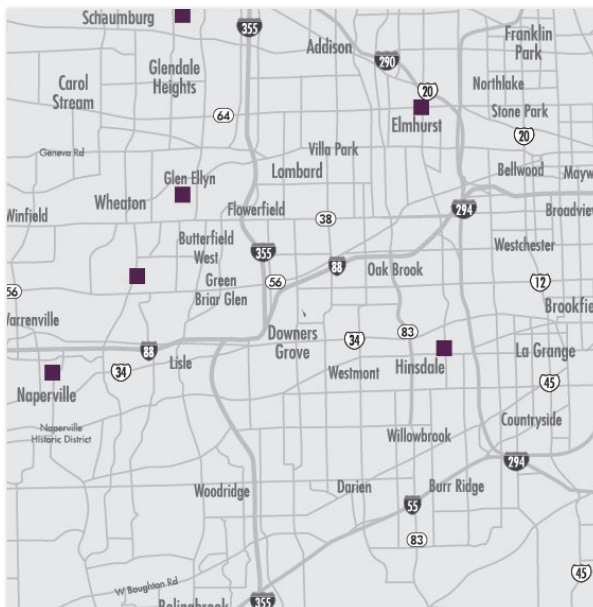
24 KoenigRubloff Offices, 1500 Agents, \$5 Billion in Sales



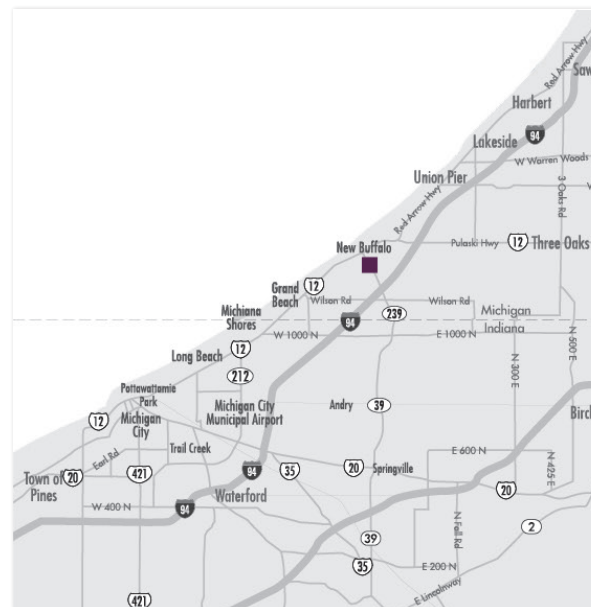
Chicago



North Shore



Northwest and Western Suburbs




Michigan and Indiana



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Figures based on internal accounting data for 12 months ending October 2014.





A home is one of the
most important assets
you will ever buy.

WARREN BUFFETT, CEO
BERKSHIRE HATHAWAY, INC.



BERKSHIRE
HATHAWAY
HomeServices
KoenigRubloff
Realty Group



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



YARD SIGNS
A sign of confidence



POSTCARDS
Stunning direct mail, targeted for results



BROCHURES
Beautiful home brochures and marketing materials



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
100+ real estate websites work for you



KOENIGRUBLOFF.COM
The local real estate resource



MOBILE
An app that is as mobile as our buyers



REPORTS
Our data powers your next move



LOCAL MEDIA
Enticing advertisements in local and regional newspapers and magazines



RELOCATION
We move companies from around the world



PUBLIC RELATIONS
Millions of media impressions each month



DIGITAL REAL ESTATE

BerkshireHathawayHS.com - Across the country and around the globe, buyers trust the Berkshire Hathaway HomeServices name and website.

KoenigRubloff.com - The destination for local real estate search, attracting more than 100,000 visits each month.

YourAddress.KoenigRubloff.com - A unique address for each property. Yard signs, ads, brochures, postcards and digital marketing direct buyers to your home online.

MOVING AT THE SPEED OF MOBILE

Half of all buyers use their mobile devices to search. And we're right there with them. Seamless location-based search and messaging makes it effortless to use our app. Our website is fully mobile-optimized with responsive design for any device.

Our exclusive InTouch company app gives KoenigRubloff agents mobile access to an exclusive database of pre-market listings from our network of more than 1500 agents.



A growing majority
of buyers now search
with smart phones
and tablets.



BEING SEEN IN THE RIGHT PLACES



Not all real estate sites are created equal. When millions of consumers spoke, we listened. Enhanced advertising and enhanced feeds maximize the exposure of our properties on the most popular real estate sites and apps.



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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IMAGES BROUGHT TO LIFE



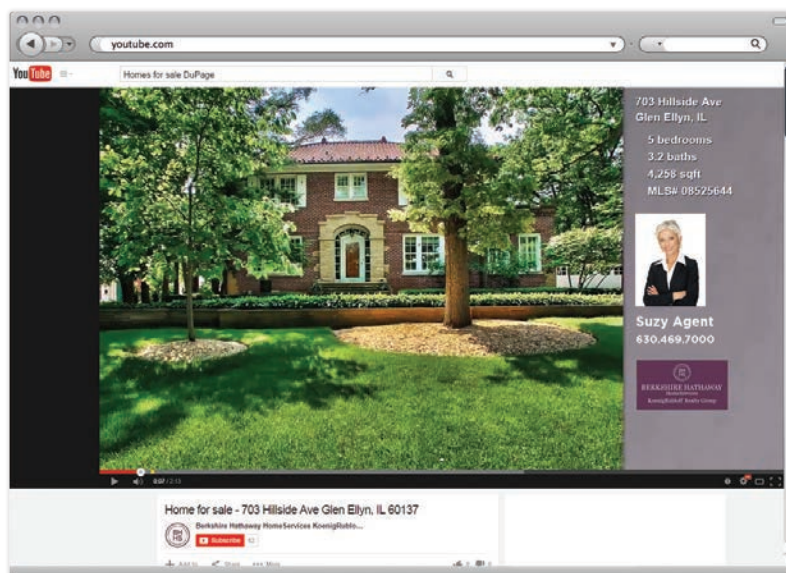
YOUTUBE VIDEOS

We create a unique YouTube video on one of our highly popular YouTube regional real estate channels for each home we represent. A full description, agent information and a link to the property address leverage this influential media source to work for our sellers.

VIRTUAL TOURS


Virtual tours create a theater for stunning property photography. Full-screen viewing shows Berkshire Hathaway HomeServices KoenigRubloff Realty Group properties to their full advantage.

Over 6 billion hours
of YouTube video are
seen each month.
40% of viewing
happens on mobile.



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Berkshire Hathaway is built to last forever...it's true of all the businesses we own. You want to be part of an organization that's not looking to sell out next week or next month or next year, or where the place will crumble when the founders leave. In terms of permanence, we can't be beat. Not only can we not be topped by anyone, we can't be matched by anyone.

WARREN BUFFETT, CEO
BERKSHIRE HATHAWAY, INC.



**BERKSHIRE
HATHAWAY**
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Realty Group



REACHING A NATIONAL AUDIENCE

Expansive national advertising campaigns on highly popular television networks and major print publications perfectly complement local marketing. We reach a wide audience of buyers locally and across the nation with carefully orchestrated media buys.

The Berkshire Hathaway HomeServices Good to Know™ national campaign employs prominent placement in the Wall Street Journal, Realtor® Magazine and Prestige Magazine. Home and lifestyle television networks like HGTV, CNN, MSNBC, BBC America, TNT and AMC target the right prospects.



BERKSHIRE HATHAWAY
HomeServices
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Realty Group



THE SIGN OF CONFIDENCE - YARD SIGNS

Our signs make a powerful statement and inspire confidence in buyers. Each year more than 4000 Berkshire Hathaway HomeServices KoenigRubloff signs advertise our properties to millions.

Property web addresses and direct phone numbers make information as close as a call or click.

4000+ signs
millions of views



Based on 2014 listing figures, subject to change.



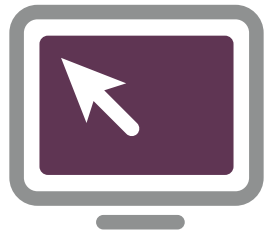
PR & SOCIAL MEDIA



Millions of readers see Berkshire Hathaway HomeServices KoenigRubloff featured in the local news media each month. Averaging 200 editorial placements monthly, our

company, agents and properties are seen everywhere from upscale, glossy magazines to highly respected business news sites.

Our Public Relations team is hard at work for you.



Our company, agents and our listings get great editorial coverage in digital and print publications, in addition to our robust advertising programs.

Media Impressions this Year

124.8 MILLION

Editorial Articles

2400

Seen in:

Wall Street Journal | Chicago Tribune
Patch.com | Crain's Chicago Business

MARKET INTELLIGENCE



BERKSHIRE HATHAWAY
HomeServices
KoenigRubloff
Realty Group

Listing Presentation Report
March 13, 2014

GOOD TO KNOW

Suzi Agent
778 N Western Avenue
Lake Forest, IL 60045
847.234.2500

Prepared For:
Client Name
1234 Main Street
Lake Forest, IL

Unsurpassed web presence

Listing your home with Berkshire Hathaway HomeServices New England Properties 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

102
Yesterday

494
In last week

2,332
In last 31 days

4
Searches Saved

In addition {
142,557 People in your area have registered on Berkshire Hathaway HomeServices New England Properties.
4 Buyers want to know when a home like yours enters the market.
0 Buyers are watching similar properties nearby.

Competitive Overview

Your Listing

1. 158 Washington Road, Lake Forest, IL 60045 - \$995,000
2. 530 North Mayflower Road D, Lake Forest, IL 60045 - \$995,000
3. 314 E Wisconsin Avenue, Lake Forest, IL 60045 - \$990,000
4. 371 Ravine Park Drive, Lake Forest, IL 60045 - \$980,703
5. 471 E Illinois Road, Lake Forest, IL 60045 - \$975,000
6. 444 Thorne Lane, Lake Forest, IL 60045 - \$975,000
7. 305 South Street, Lake Forest, IL 60045 - \$960,000
8. 481 Oakwood Avenue # A3, Lake Forest, IL 60045 - \$888,000
9. 24 Washington Circle, Lake Forest, IL 60042 - \$860,000
10. 521 Oakwood Avenue # 2A, Lake Forest, IL 60045 - \$860,000

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

Timely metrics about your home and your neighborhood keep you informed. Weekly marketing activity updates and a rich library of reports put data and analysis at your fingertips.

KoenigRubloff Edge Report

940 Woodlawn Rd (08762770) - Web Traffic Report 1/14/2015

940 Woodlawn Rd
Glenview, IL 60025
\$1,450,000
ACTV - 08762770
940WoodlawnRd.KoenigRubloff.com

Listed: 10/27/14

Suzi Agent
847.853.5000
sagent@KoenigRubloff.com

Web traffic -- Jan 5 - Jan 11, 2015	Last 7 days 1/5/15 - 1/11/15	Last 30 days 12/13/14 - 1/11/15	Cumulative 10/27/14 - 1/11/15
Most popular real estate sites			
	detail: 53 search: 809	200 3,346	490 7,649
	detail: 102 search: 1,460	420 7,425	1,362 27,012
	detail: 49 search: 951	216 6,524	484 13,820
	detail: 18 search: 50	82 244	541 1,371
	detail: 1 search: 70	12 317	35 817
	detail: 5 search: 26	10 85	11 96

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

THE *KoenigRubloff* REPORT

CHICAGO, IL 60610
Condos - Townhomes

EXECUTIVE SUMMARY

This Week

- The median list price in CHICAGO, IL 60610 this week is \$395,900.

Inventory has been decreasing lately but the Market Action Index is falling also. With days-on-market climbing, these are relatively negative implications for the market.

Real-Time Market Profile

Metric	Value	Trend
Median List Price	\$ 395,900	↔
Asking Price Per Square Foot	\$ 327	↓
Average Days on Market (DOM)	239	↔
Percent of Properties with Price Decrease	35 %	↔
Percent Retisted (reset DOM)	49 %	↔
Percent Flip (price increased)	1 %	↔
Median House Size (sq ft)	1301	↔
Median Number of Bedrooms	2.0	↔
Median Number of Bathrooms	2.0	↔
Market Action Index	Strong Buyer's	↔

SUPPLY AND DEMAND

- The market has shown some evidence of slowing recently. Both prices and inventory levels are relatively unchanged in recent weeks. Watch the Market Action Index for changes as it can be a leading indicator for price changes.

PRICE

- We continue to see prices in this zip code bounce around this plateau. Look for a persistent down-shift in the Market Action Index before we see prices deviate from these levels.

Market Action Index

The Market Action Index answers the question "How's the Market?" by measuring the current rate of sale versus the amount of the inventory. Index above 30 implies Seller's Market conditions. Below 30, conditions favor the buyer.

Price Trends

QUARTILES

Quartile	Characteristics per Quartile									Investigate the market in quartiles - where each quartile is 25% of homes ordered by price.
	Median Price	Square Feet	Beds	Baths	Age	Inventory	New	Absorbed	DOM	
Top/First	\$ 950,000	2500	3.0	2.5	42	85	2	1	243	Most expensive 25% of properties
Upper/Second	\$ 464,000	1460	2.0	2.0	36	85	2	4	253	Upper-middle 25% of properties
Lower/Third	\$ 300,000	950	2.0	1.0	36	85	2	2	198	Lower-middle 25% of properties
Bottom/Fourth	\$ 196,950	722	1.0	1.0	49	86	1	5	263	Least expensive 25% of properties

ONE MAGNIFICENT LIFE | KOENIGRUBLOFF.COM

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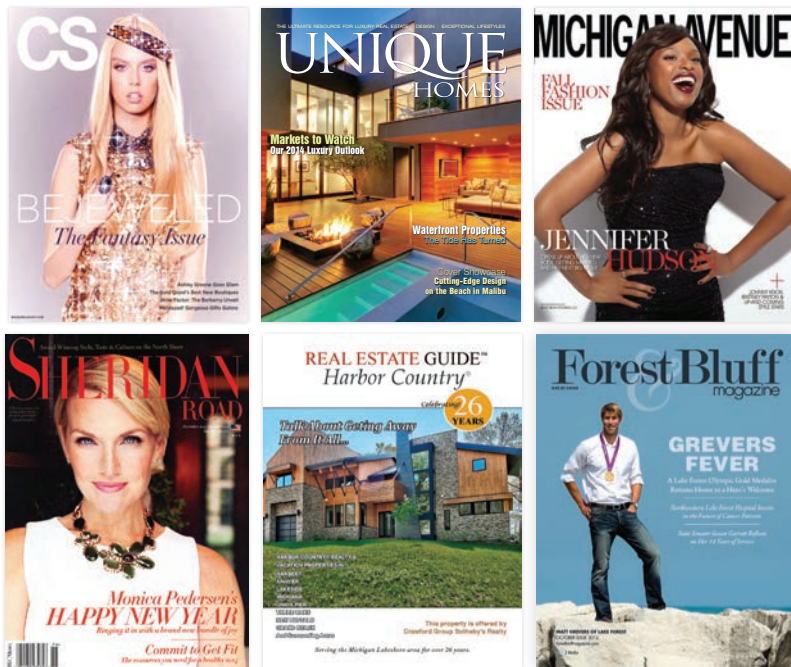
31



A LUXURY EXPERIENCE

From historic lakefront estates on the North Shore and Magnificent Mile penthouses, to picturesque Western Suburban residences on tree-lined streets and beachfront vacation retreats in Harbor Country, we represent the most sought-after residences. As Chicago's leading luxury broker, our listing and sales volume exceeded \$1.2 billion last year.

Our Luxury Collection marketing program is a finely conducted symphony of captivating visuals, a well-crafted story, and exceptional advertising played for a discerning audience of upper-bracket brokers and their clients.



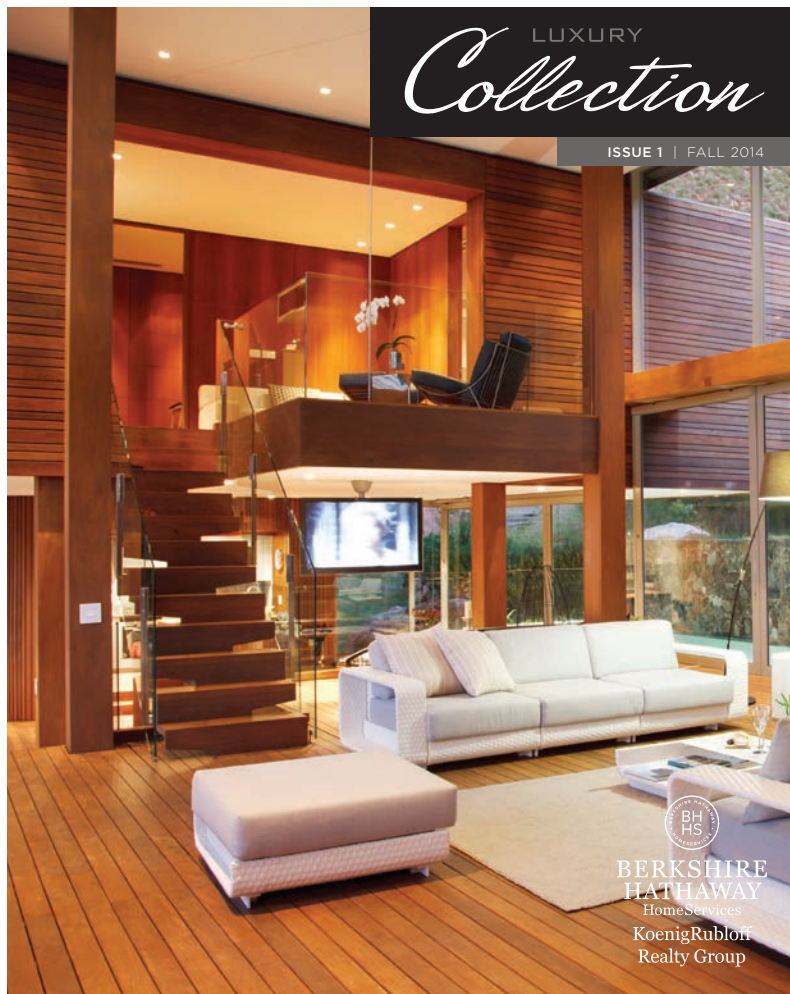
LUXURY
Collection



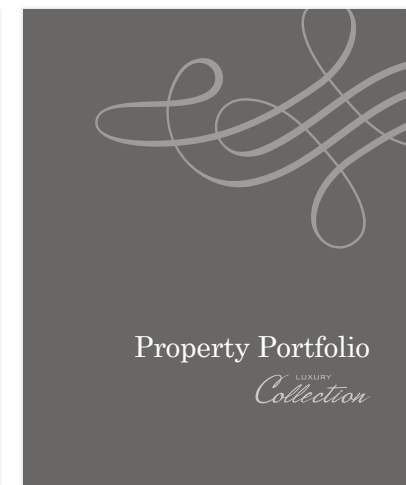
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HATHAWAY**
HomeServices
KoenigRubloff
Realty Group

**No. 1 LUXURY
MARKET
SHARE**

LUXURY COLLECTION MAGAZINE



Exclusively for Berkshire Hathaway HomeServices KoenigRubloff Realty Group, Luxury Collection Magazine captures the essence of the luxury living in Chicago and beyond. Décor and dining trends surround 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.



**BERKSHIRE
HATHAWAY**
HomeServices
KoenigRubloff
Realty Group



BUILDING THE FUTURE



MORE SUPPORT PER SQUARE FOOT FOR DEVELOPERS



New construction projects benefit from our highly specialized approach to sales and marketing. With hundreds of successful developments under our belt, we have the expertise and marketing capability to get involved at any phase and bring your project to sell-out.

Berkshire Hathaway HomeServices KoenigRubloff is the number one brokerage in Chicago for new construction. Last year, we listed and sold more than \$300 million of newly built homes, including downtown luxury high-rises, neighborhood row homes, and spacious, contemporary homes in suburban subdivisions.



BERKSHIRE HATHAWAY
HomeServices
KoenigRubloff
Realty Group

No. 1
NEW CONSTRUCTION
CHICAGO
LISTING BROKER

BUILDING THE FUTURE



THE HAMPTONS OF HINSDALE

FINANCING AVAILABLE

Elegance Defined

LUXURIOUS CONDOMINIUMS AND TOWNHOMES

Hamptons of Hinsdale offers luxurious Townhomes and Condominium residences appointed with the finest of finishes and a meticulous attention to detail. From the finely crafted architecture to the superb interior amenities and superior quality of construction, you will find that no detail has been overlooked. These unique residences are located on 12.5 generously landscaped acres. Close to downtown Hinsdale, area shopping, and transportation.

Our first of 4 condo buildings is already 90% sold and we have over 30% reserved in our NEW BUILDING coming May 2014. Hurry in and see what we are building next! You owe it to yourself to make an appointment for a personal tour of this truly outstanding new home development.

630.384.6480
 HAMPTONSOFHINSDALE.COM
 81 W. KENNEDY LANE, HINSDALE

BERKSHIRE HATHAWAY
 HomeServices
 KoenigRubloff
 Realty Group

We have expertise in working with established brands like Trump International Hotel & Tower and The Ritz-Carlton Residences. And we excel at creating unique brands that capture the heart and soul of a project.

exclusive bucktown
HERMITAGE SIXTEEN11
 urban living

hermitagesixteen11.com

3 BEDROOMS/2 BATHS
 Prices starting at \$650,000

FOR MORE INFORMATION PLEASE CONTACT
 AARON SHARE 773.710.9932
 JENNIFER MILLS 773.914.4422

EXCLUSIVE FEATURES INCLUDE:

- Private elevator entry
- Expansive private outdoor space
- Ideal floor plans with refined finishes
- Attached heated garage parking

SEDGWICK
 SUB DEVELOPMENT



BERKSHIRE HATHAWAY
 HomeServices
 KoenigRubloff
 Realty Group



THE POWER TO MOVE COMPANIES



Named a top metro area for corporate facility growth, Chicago and our surrounding suburbs welcome companies with open arms. And we help a growing workforce find their homes here. Allied with the most

prestigious relocation providers, we are the broker of choice when companies need to move their most valuable asset.

RELOCATION CONNECTIONS



Brookfield Global Relocation Services is the second largest global relocation service provider. With offices on five continents they make destination and departure moves almost anywhere in the world, delivering 80,000 moves last year for corporate and government clients.

Brookfield
Global Relocation Services

HomeServices Relocation is a full-service relocation management company. A division of HomeServices of America, the second largest provider of integrated real estate services in the U.S., HomeServices Relocation leverages the market power of 30 of the most prestigious brokerages nationwide.

HomeServices Relocation^{LLC}



**BERKSHIRE
HATHAWAY**
HomeServices
KoenigRubloff
Realty Group



BETTER TOGETHER

Top-notch home service providers create a seamless sales experience. Title, Lending, Insurance and Home Warranty are under the same roof and in constant contact with your agent.



HomeServices Lending^{LLC}

Each KoenigRubloff branch office has a HomeServices Lending Consultant who offers a superior level of service and expertise to you and your clients, along with industry-leading lending products. 847.853.6655



FORTDEARBORN[®] INSURANCE AGENCY

Fort Dearborn Insurance is a full-service insurance company with connections to the leading carriers and product lines for Homeowner, Automobile, Personal Umbrella, Landlord, Commercial coverage and much more. 847.853.5300 | insurance@FDInsurance.com



FORTDEARBORN[®] TITLE

Fort Dearborn Title is a full-service title and closing company. Agents enjoy closings at KoenigRubloff offices and the convenience of being in contact throughout the transaction. 847.853.6000
fortdearborn@KoenigRubloff.com



American Home Shield




Home Protection plans offer peace of mind for your buyers and a marketing advantage to your sellers. American Home Shield is one of the nation's leading providers of plans to help your clients minimize cost and risk. 800.776.4663



BERKSHIRE
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Realty Group





No. 1

Highest Average Sales
Price of Major Firms

Highest Productivity Per Agent





WE NEVER STOP LEARNING – KOENIGRUBLOFF UNIVERSITY

Knowledge is Power. A full menu of continuing education and licensing classes with convenient testing in our offices, and a training calendar with more than 60 classes each month creates informed and powerful brokers.



Start
your
real
estate
career
now.

TO REGISTER
contact KRU@KoenigRubloff.com
or call 847.853.5010

Illinois State-Approved
Real Estate Pre-License Education
Get Your Broker License



Real Estate Institute
at KoenigRubloff University
PRE-LICENSE EDUCATION



BERKSHIRE
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BEING GOOD NEIGHBORS



We believe in giving back and working to improve the quality of life for all. Our agents and employees support hundreds of charities and community initiatives. Kindness and generosity drive the KoenigRubloff Cares Foundation, and we granted more than \$50,000 to Chicagoland Habitat for Humanity and the Sunshine Kids in 2014.



KoenigRubloff Cares Foundation

CELEBRATING ACTS OF KINDNESS



**BERKSHIRE
HATHAWAY**
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OUR TEAM

Behind the scenes, a team of 150+ office administrators, marketing professionals, trainers, accounting experts, IT specialists, relocation managers, human resources and legal advisers, along with our managing brokers and executive leadership work tirelessly for you.

We are passionate about the smallest details and pride ourselves on operational excellence. With one of the

highest ratios of staff to agents, our team provides exceptional support for our agents and clients. Our neighborhood branches work in concert with our Home Office and affiliated mortgage, title and insurance companies to create an exceptional real estate environment.

LEAD DIFFERENTLY. TEACH RELENTLESSLY. SERVE PASSIONATELY.

A respected name and reputation, powerful local and national networks, world-class marketing programs, innovative technology, industry-leading home services partners, and the most productive brokers in the business set us apart from the others.

We consistently strive to raise the standards within our profession, to spread knowledge, to elevate the level of service for our clients. We are honored to serve our clients at such important times in their lives.



**BERKSHIRE
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KoenigRubloff
Realty Group



Price is what you pay.
Value is what you get.

WARREN BUFFETT, CEO
BERKSHIRE HATHAWAY, INC.





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One Magnificent Life