

# Get Noticed.

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



**BERKSHIRE  
HATHAWAY**

HomeServices

Chicago

# OUR PLEDGE TO YOU

We extend our warmest welcome to you. Thank you for trusting Berkshire Hathaway HomeServices Chicago 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, 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, our name stands for unquestioned financial strength and smart business decisions. Our affiliation with the Berkshire Hathaway HomeServices network

gives us premier international reach from the fastest growing national real estate network.

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, HomeServices Insurance, and Prosperity Home Mortgage. We look forward to giving you the luxury of personalized service every step of the way.



Diane Glass  
Chief Operating Officer



Mark Pasquesi  
President of Brokerage



Joe Stacy  
Senior Vice President  
& General Sales Manager



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# WE WORK FOR YOU

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

## LOCAL ROOTS

Starting in 1930, we 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 nearly 50,000 agents and 1,450+ offices\*, we offer an unmatched national and global network.

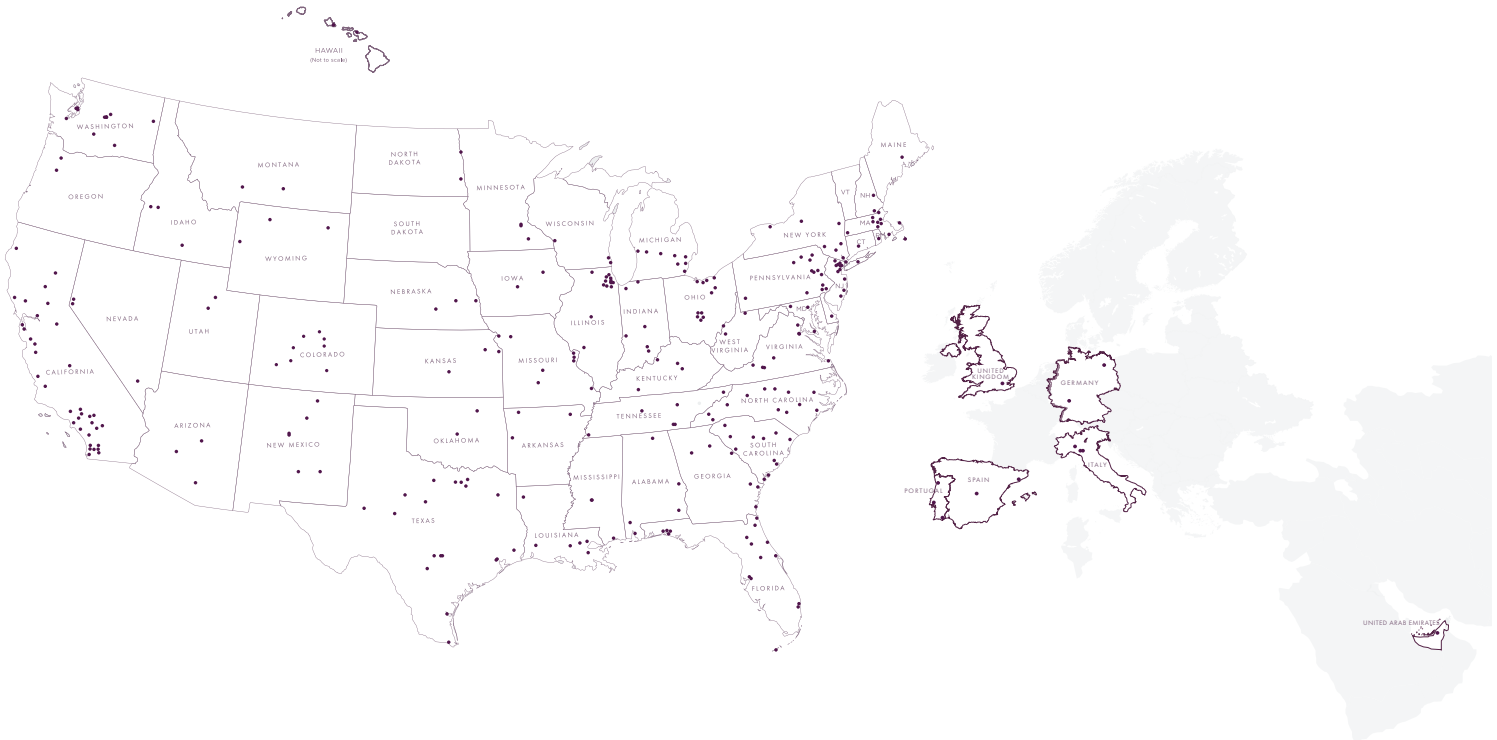
Our company is built on proven operational excellence, demonstrated integrity and the reputation of Berkshire Hathaway, one of the

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.



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# A GLOBAL NETWORK OF OPPORTUNITY



NEARLY 50,000 AGENTS, 1,450+ OFFICES AND GROWING

Berkshire Hathaway HomeServices Reach

BHHS Network November 2019, map is subject to change along with the rapid growth of the network.



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Berkshire Hathaway  
HomeServices Chicago

**No.1**

Midwest Region  
Berkshire Hathaway HomeServices  
National Network

.....

HomeServices of America

**No.1**

In the country\*

.....

Top Work Place Chicago\*\*

**No.1**

\*Real Trends, 2018 closed transaction sides  
\*\*Chicago Tribune Top Work Places, 2019



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## YOUR SATISFACTION

OUR BUYERS AND SELLERS HAVE SPOKEN!



When it comes to customer satisfaction, our 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.

\* Real Satisfied consumer response data for Berkshire Hathaway HomeServices Chicago closed transactions. December, 2019

## BEING GOOD NEIGHBORS

The powerful impact that individuals can have when they come together is insurmountable. Through projects like food pantry drives, our annual Toys for Tots effort, and our Community 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 Kindness 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, have granted more than half of a million dollars.



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.



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Berkshire Hathaway HomeServices Chicago's reach extends beyond real estate to offer clients a full-service experience, with in-house lending, title and insurance partners 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 Berkshire Hathaway HomeServices Chicago.



Listening to needs  
Finding solutions  
Competitive products  
Superior service  
  
847.853.6655



Full service title services ensure  
a smooth closing  
  
847.853.6000  
CustomerCare@FDTtitle.com



Full service agency  
Connections to leading providers  
and products  
Comprehensive range of  
coverage options  
  
800.277.0013  
Insurance@HomeServices-ins.com



Don't let home protection be an  
afterthought  
  
OnlineHSA.com



Protection, savings, convenience and  
peace of mind  
  
HMSnational.com



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## 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



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# 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.



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# Berkshire Hathaway

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**No.3** **FORTUNE**  
World's most  
admired companies

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**No.4** **BARRON'S**  
World's most  
respected companies

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**No.4** **FORBES**  
World's largest  
public companies

\*Fortune - World's Most Admired Companies 2019 \*\*Barron's - World's Most Respected Companies 2017 \*\*\*Forbes - The World's Largest Public Companies 2018



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# MARKETING EXPOSURE

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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



### BHHSCHICAGO.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



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# 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

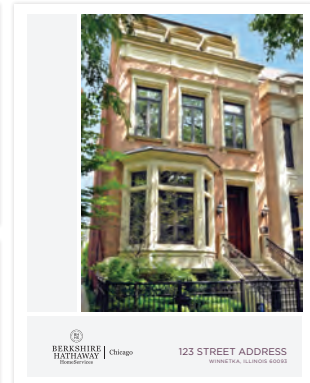
Instant communication of new listings, open houses and updates.

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.



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## A POWERFUL BROKER NETWORK

### CONNECTIONS WITH THE TOP BROKERS IN THE AREA

Excellence inspires excellence. The power of Berkshire Hathaway HomeServices Chicago 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. We help that growing work-force find their homes here. Allied with the most prestigious relocation providers like 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 our agents in the know. Only Berkshire Hathaway HomeServices Chicago 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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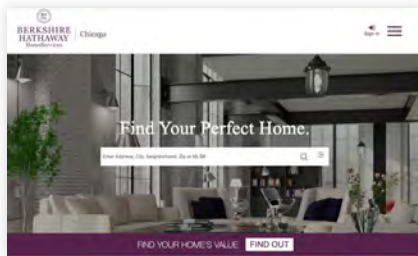
## DIGITAL REAL ESTATE



### BHHS.COM

A global destination for home buyers

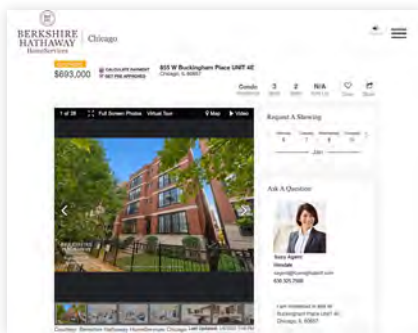
Across the country and around the world, buyers trust the Berkshire Hathaway HomeServices name. Real-time traffic data and Inside Access™ neighborhood and price history reports make this one of the fastest growing home search destinations. Thinking of selling? Estimate your home value based on sophisticated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



### BHHSCHICAGO.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, Berkshire Hathaway HomeServices Chicago sends enhanced data feeds to 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



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## DIGITAL | 350+ REAL ESTATE WEBSITES WORK FOR YOU

Berkshire Hathaway HomeServices Chicago 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

BHHSCHICAGO.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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## YOUTUBE & INSTAGRAM VIDEOS

### VIDEO

Our automated marketing system puts your property video on YouTube and creates animated content for social media sites like Instagram and Facebook.

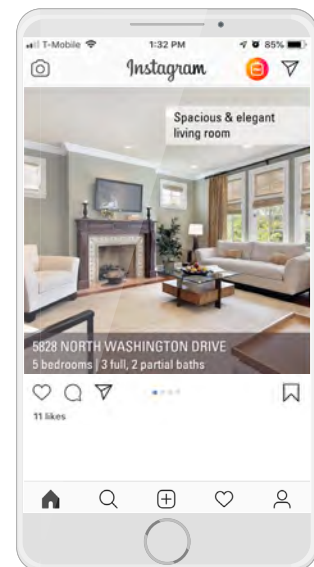
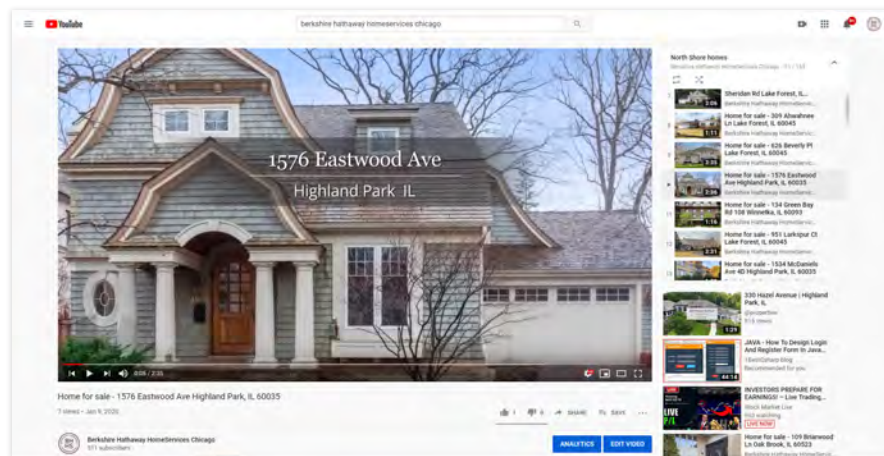
### YOUTUBE

One third of all people online use YouTube. And, Google search results rank videos above traditional websites. Our property videos reach a mobile and digital buyer audience on this important platform.

### INSTAGRAM

Instagram is one of the fastest growing social sites, with more than 1 billion people using the platform each month. Décor, style and cultural content are a perfect backdrop for our listings.

Slideshow videos are automatically created for homes, making it easy for our agents to share new listings, open houses, price improvements and successful sales.



# ADWERX LISTING LAUNCH ADS

We make digital advertising brilliantly simple.

- Ads automatically created for new listings\*
- Shown to potential homebuyers in a 15 mile radius
- Displayed on premium websites, social media and mobile apps
- Runs 7 days, 3000 impressions

AdWerx uses anonymous online behavioral data to target ads for your home toward local people who are potential buyers, across a network of websites. Daily campaign marketing reports show you the results.

The screenshot shows a web browser interface with a weather forecast for Chicago, IL. The forecast table is as follows:

DAY	DESCRIPTION	HIGH / LOW	PRECIP	WIND	HUMIDITY
TODAY JUL 25	Sunny	83°/69°	0%	E 7 mph	44%
THU JUL 26	Mostly Sunny	80°/62°	10%	WNW 12 mph	58%
FRI JUL 27	Partly Cloudy	75°/62°	20%	NW 9 mph	57%
SAT JUL 28	Mostly Cloudy	76°/63°	10%	N 6 mph	59%
SUN JUL 29	AM Thunderstorms	72°/63°	60%	ESE 7 mph	71%

Overlaid ads include:

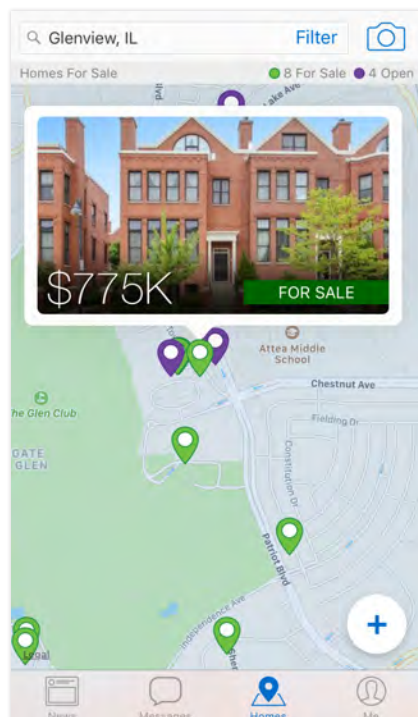
- LOCAL POLLEN ALERT**: Chicago, IL 5 Day Weather.
- Berkshire Hathaway HomeServices Chicago**: JUST LISTED - 4 BED / 3 BATH FOR \$450,000. SUZY AGENT, 866.795.1010 - CHICAGO.
- ALMANAC**: RECORDS & AVERAGES. Get records, averages & historic data.
- vineyard vines**: NEW SALE STYLES ADDED. UP TO 50% OFF.

\*New residential for sale listings, seven day campaign, program subject to change



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# HOMESNAP



## AN APP THAT IS AS MOBILE AS OUR BUYERS

Search anytime, anywhere with the Berkshire Hathaway HomeServices Chicago - 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 for their direct download code, or visit [SearchBHHSChicago.com](http://SearchBHHSChicago.com).



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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 BHHS.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.



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## IN-COUNTRY WEBSITES; WORLDWIDE VISIBILITY

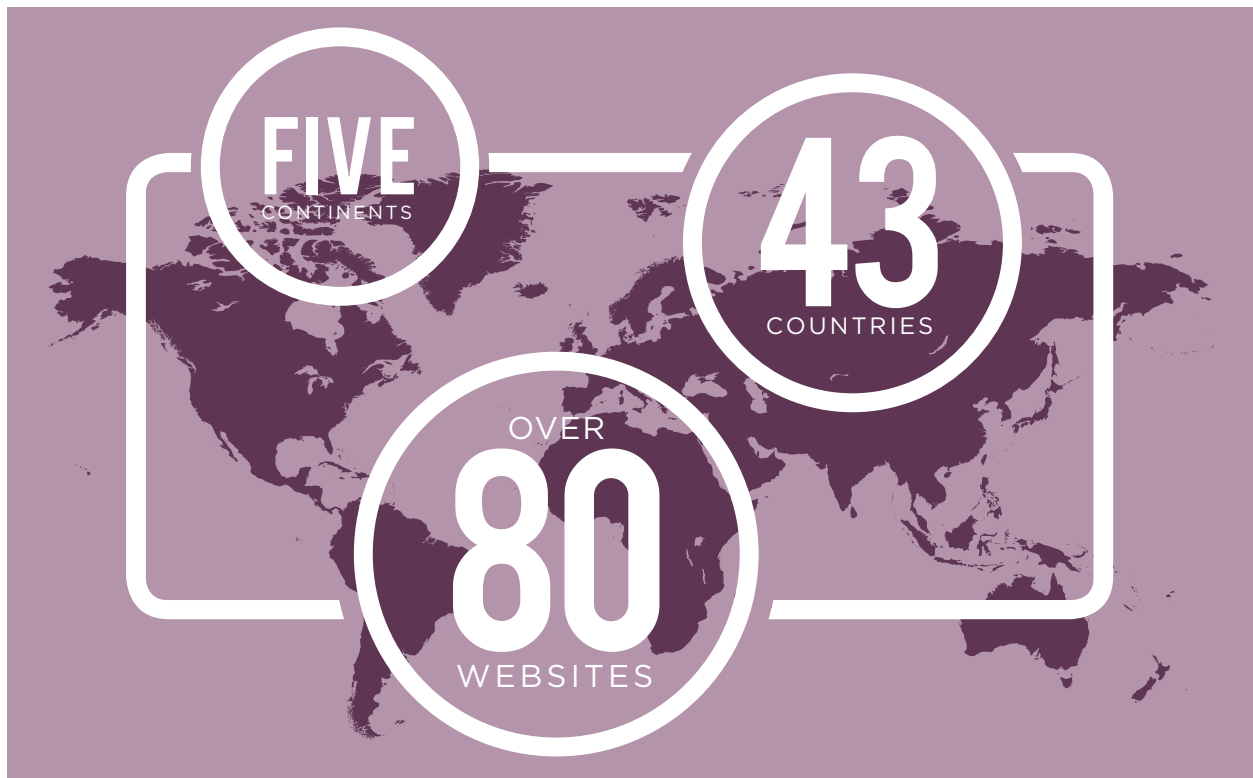
Berkshire Hathaway HomeServices and REA Group distribution are brilliantly combined to broadcast your property worldwide. Your property is shared to more than 80 websites, providing a localized search experience to potential buyers in 43 countries across five continents.

Algeria  
Argentina  
Australia  
Belgium  
Brazil  
Canada  
Chile  
China  
Colombia  
Czech Republic  
Denmark

Dominican Republic  
France  
French Polynesia  
Germany  
Greece  
Hong Kong  
India  
Indonesia  
Israel  
Italy  
Luxembourg

Macau  
Malaysia  
Mexico  
Monaco  
Morocco  
New Caledonia  
Panama  
Peru  
Portugal  
Qatar  
Romania

Russia  
Singapore  
Spain  
Thailand  
Tunisia  
Turkey  
United Arab Emirates  
United Kingdom  
Uruguay  
Venezuela



\*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.



Chinese real estate investment in North America is valued at \$41 billion.

The United States is among the top 3 destinations 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.

The screenshot displays the 'FINANCIAL TIMES Property Listings' website. The header includes the site name, navigation links (HOME, FEATURED PROPERTIES, LOCATIONS, LIFESTYLES, NEWS, ADVERTISE), and a 'Sign In' button. A search bar is present with filters for 'FOR SALE', 'FOR RENT', location ('Glenview'), and various other criteria. Below the search bar, there are sorting options: 'Newly Added', 'Recently Modified', and 'Price (High to Low) Price (Low to High)'. The main content area shows a grid of six property listings, each with a photo, address, price, and basic specifications. All listings are marked with the 'BERKSHIRE HATHAWAY HomeServices' logo.

Address	Price (£)	Bedrooms	Bathrooms
2700 Park Lane Glenview, Illinois, United States	£242,464	-	-
2804 Central Road Glenview, Illinois, United States	£871,355	6	5
1213 Spruce Drive Glenview, Illinois, United States	£981,221	5	3
937 ECHO Lane Glenview, Illinois, United States	£885,751	4	3
1815 Tanglewood Drive Glenview, Illinois, United States	£151,312	2	2
2515 INDIAN RIDGE Drive Glenview, Illinois, United States	£582,671	4	2

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.

## LOCAL ADVERTISING

Reinforcing our marketing campaigns at the local level, Berkshire Hathaway HomeServices Chicago 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 | THE DOINGS

JWC MEDIA

NORTH SHORE WEEKEND

22ND CENTURY MEDIA

MY SUBURBAN LIFE PAPERS

WALL STREET JOURNAL

CS

FOREST & BLUFF

ULTIMATE ADDRESS

LUXURY COLLECTION MAGAZINE

HARBOR COUNTRY NEWS

THE REAL ESTATE GUIDE

BEACHER

WEDNESDAY JOURNAL

INDEPENDENT NEWSPAPERS

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.



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## 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.

CHICAGO TRIBUNE

CRAIN'S CHICAGO BUSINESS

WALL STREET JOURNAL

NORTH SHORE WEEKEND

PIONEER PRESS

SUN TIMES

22ND CENTURY MEDIA

NADIG PRESS

SUBURBAN LIFE PAPERS

THE WEEK

DAILY HERALD

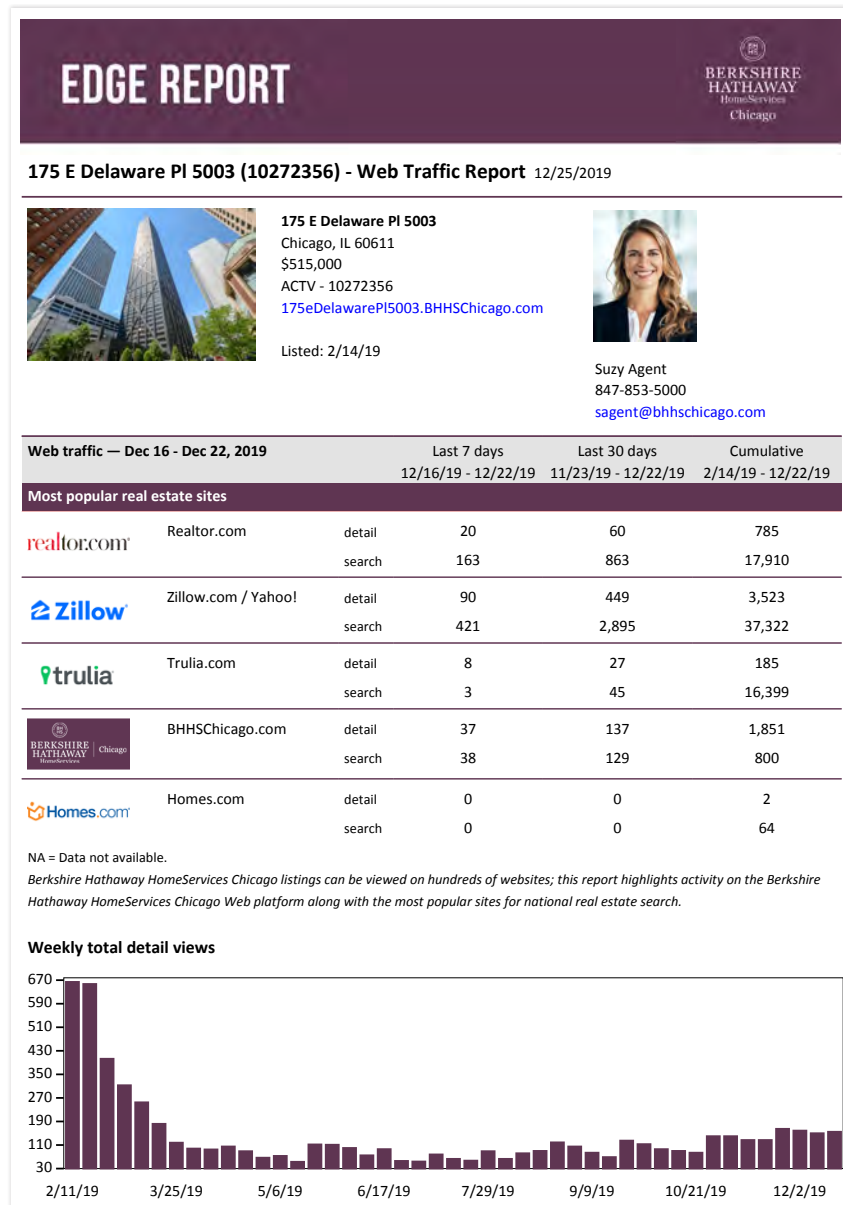
Social Media delivers the most up-to-date information regarding our communities and the marketplace.



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# LISTING UPDATES EDGE REPORT



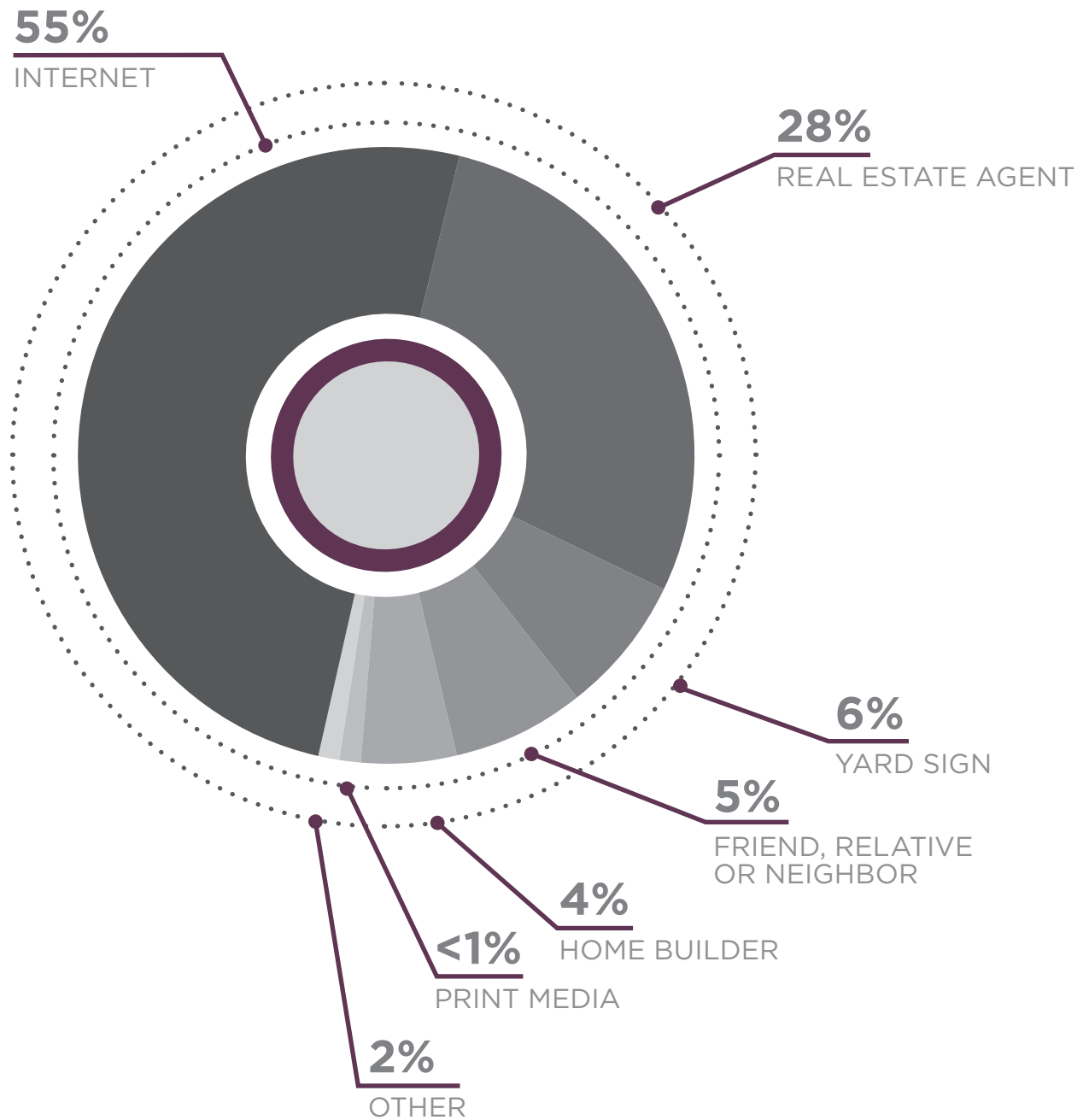
Timely metrics about your home keep you informed throughout the marketing process.

Our 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.



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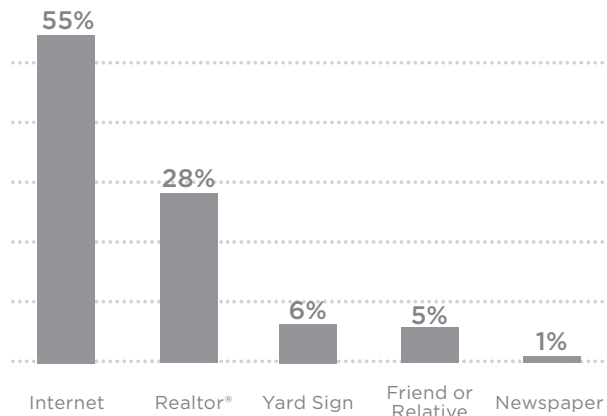
## WHERE BUYERS COME FROM



**BERKSHIRE  
HATHAWAY**  
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Chicago

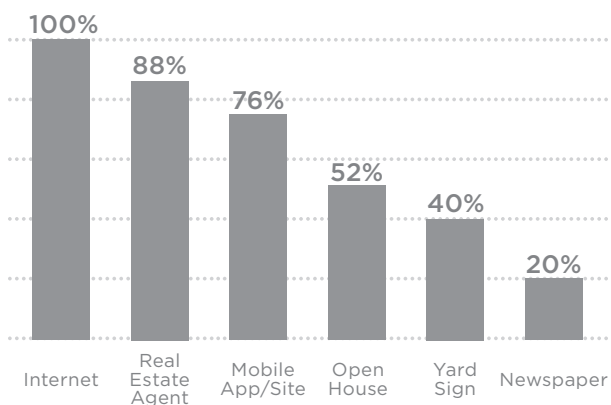
## WHERE BUYERS FIND HOMES

How Were You Introduced to the Home You Ultimately Purchased?



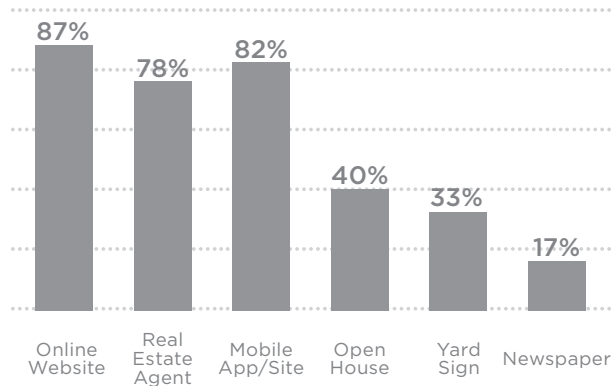
## WHERE BUYERS GET INFORMATION

Information Sources Used In Home Searches Nationally



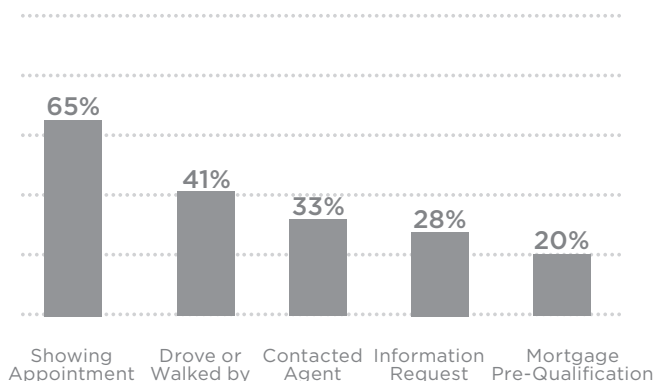
## THE MOST USEFUL SEARCH TOOLS

Percentage That Found Source Very Useful



## ONLINE SEARCH LEADS TO BUYER ACTION

Actions Taken From Internet Search



# A SUCCESSFUL SALE

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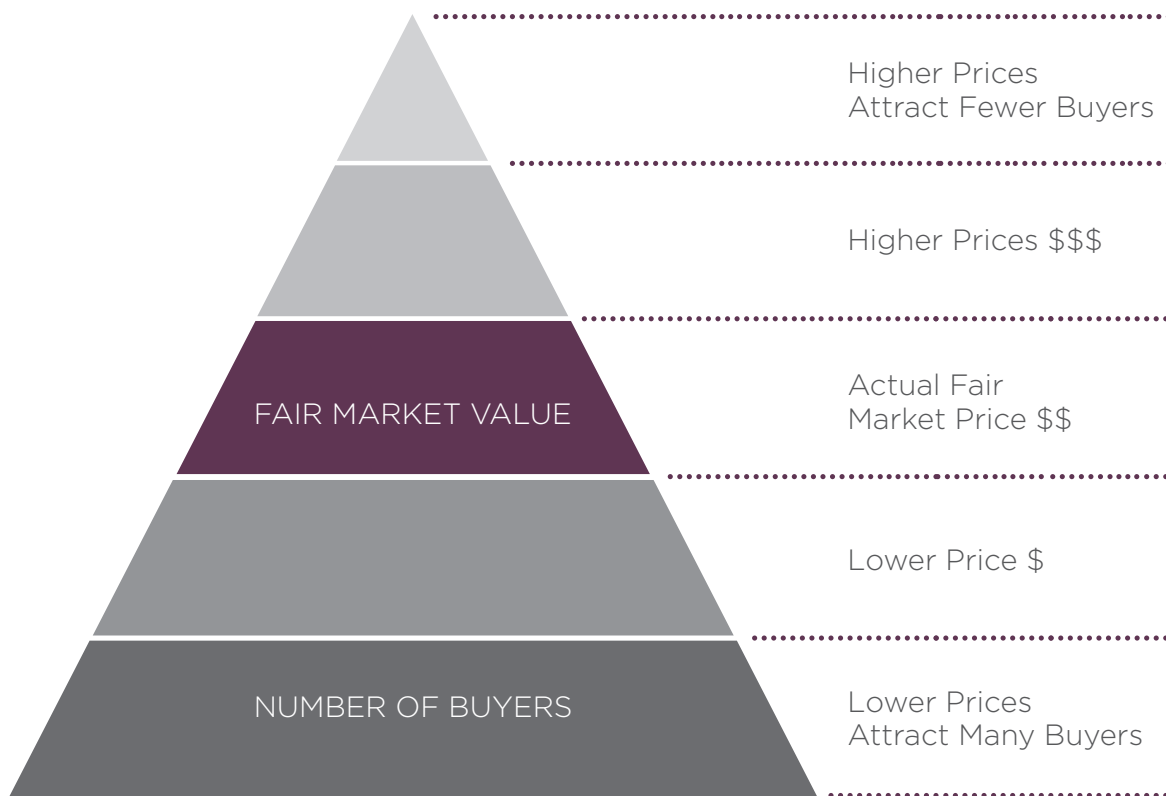


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## POSITIONING YOUR HOME IN THE MARKET

Berkshire Hathaway HomeServices Chicago 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



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Chicago

## PRE-SALE RENOVATION BY CURBIO

A Curbio renovation gets your home ready to sell without upfront costs and long project times. Created for real estate, they work with you and your agent. And homeowners don't pay until closing. Curbio's turnkey service transforms your property into the move-in ready home that buyers want. A curated portfolio of contractors and readily available high-quality materials means that projects are completed in weeks not months.

When you're ready to sell - ask your Berkshire Hathaway HomeServices Chicago agent to call Curbio.



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