

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, 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. 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, HomeServices Insurance, and HomeServices Lending. We look forward to 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 48,000 agents and 1,400+ offices*, we offer an unmatched national and global network.

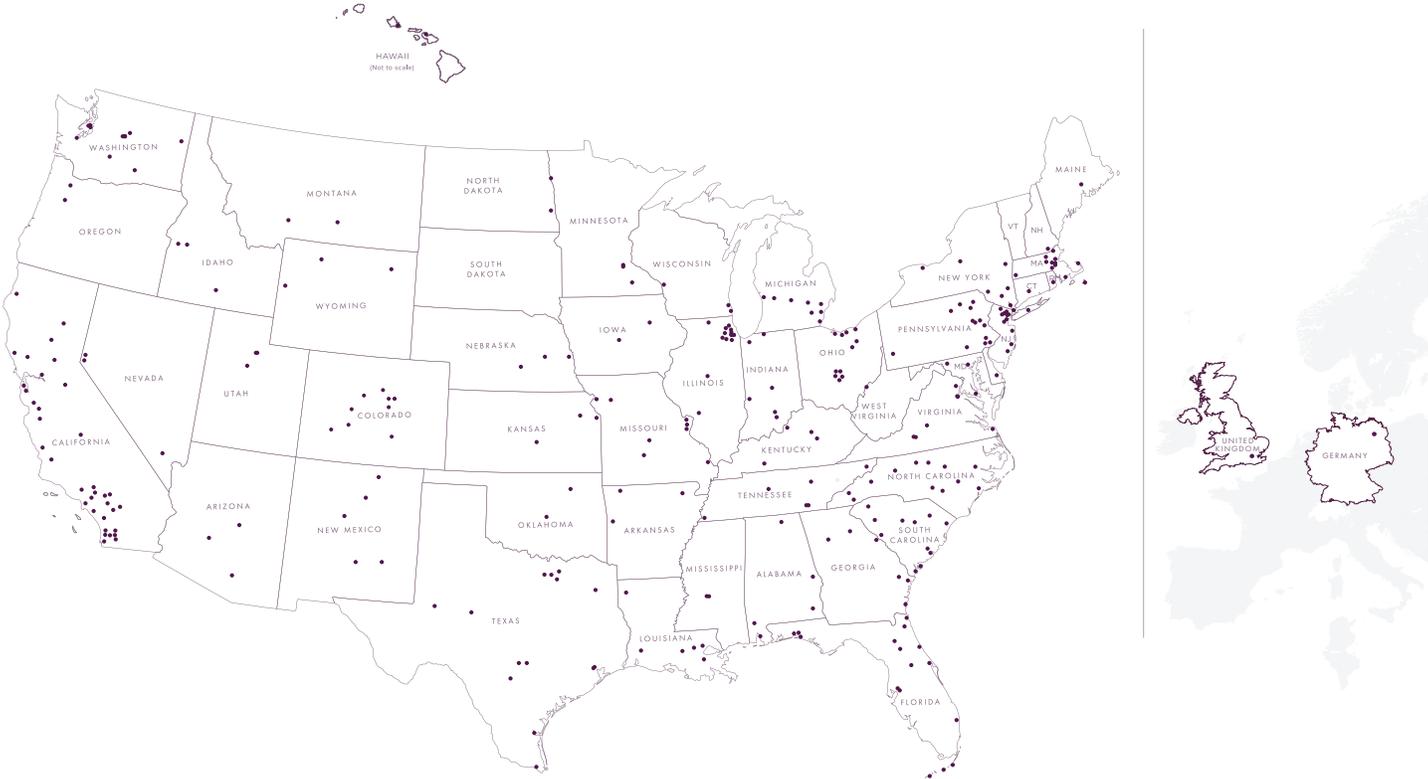
Our company is built on proven operational excellence, demonstrated integrity and the reputation of Berkshire Hathaway, one of the

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.

*2018



A GLOBAL NETWORK OF OPPORTUNITY



48,000 AGENTS, 1,400+ OFFICES AND GROWING

Berkshire Hathaway HomeServices Reach

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



BERKSHIRE HATHAWAY
HomeServices
KoenigRubloff
Realty Group

A REAL ESTATE LEADER

#1



BERKSHIRE HATHAWAY | KoenigRubloff
HomeServices | Realty Group

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

#2

HomeServices of America, INC.
A Berkshire Hathaway Affiliate

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***

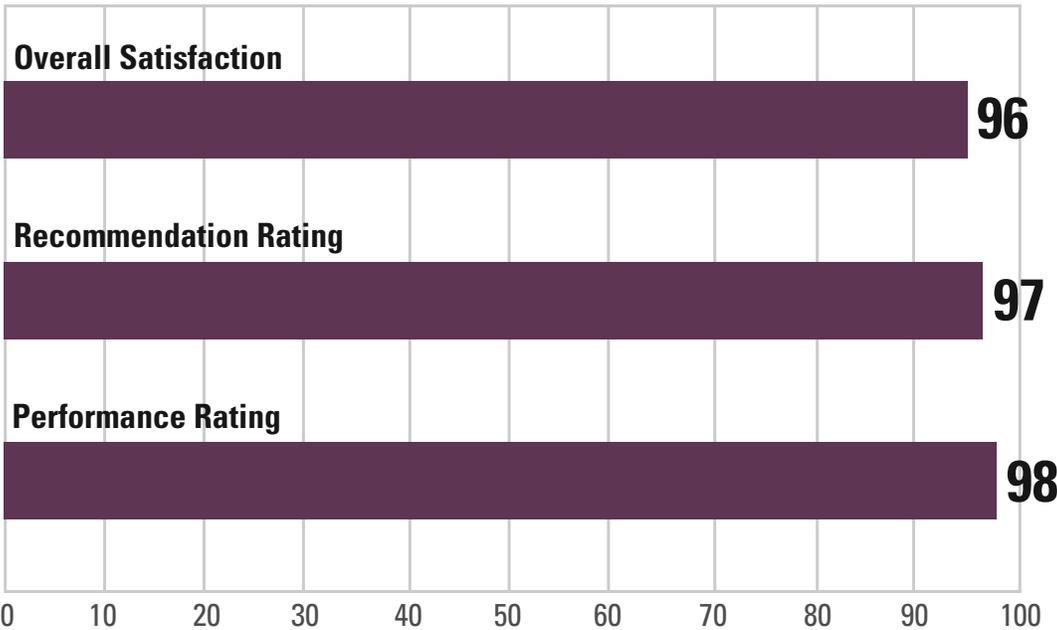


BERKSHIRE HATHAWAY
HomeServices
KoenigRubloff
Realty Group

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

YOUR SATISFACTION

Our Buyers and Sellers Have Spoken!



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.



* Real Satisfied consumer response data for KoenigRubloff closed transactions. July, 2018

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 2018 we were able to grant more than \$125,000 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 Member of the KoenigRubloff Realty Group TITLE

A division of
KoenigRubloff Realty Group

847.853.6000
CustomerCare@FDTitle.com

Full service title services 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



**BERKSHIRE
HATHAWAY**
HomeServices
KoenigRubloff
Realty Group

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 ADMIRERD

FORTUNE

WORLD'S MOST ADMIRERD COMPANIES

- #1 Apple
- #2 Amazon.com
- #3 Berkshire Hathaway**
- #4 Walt Disney
- #5 Starbucks
- #6 Microsoft
- #7 Alphabet (Google)
- #8 Netflix
- #9 JP Morgan Chase
- #10 FedEx

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 JP Morgan Chase
- #4 Berkshire Hathaway**
- #5 Agricultural Bank of China
- #6 Bank of America
- #7 Wells Fargo
- #8 Apple
- #9 Bank of China
- #10 Ping An Insurance Group

*Fortune – World's Most AdmirerD Companies 2019 **Barron's – World's Most Respected Companies 2017 ***Forbes – The World's Largest Public Companies 2018



THE CHOICE IS CLEAR FOR REPEAT HOME BUYERS



The network was honored by J.D. Power in 2018 for
“Highest Overall Satisfaction for Repeat Home Buyers
Among National Full Service Real Estate Firms.”

980 N. Michigan Ave., Ste. 700 Chicago, IL 60611

Berkshire Hathaway HomeServices received the highest score among repeat home buyers in a tie in the J.D. Power 2018 Home Buyer/Seller Study of Customers' Satisfaction with their real estate firm. Visit jdpower.com/awards ©2018 BHH Affiliates, LLC. Real Estate Brokerage Services are offered through the network member franchisees of BHH Affiliates, LLC. Most franchisees are independently owned and operated. Berkshire Hathaway HomeServices and the Berkshire Hathaway HomeServices symbol are registered service marks of HomeServices of America, Inc.® Information not verified or guaranteed. If your property is currently listed with a Broker, this is not intended as a solicitation. Equal Housing Opportunity. 🏠



**BERKSHIRE
HATHAWAY**
HomeServices
KoenigRubloff
Realty Group

MARKETING EXPOSURE



**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



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

THE LUXURY TREATMENT

Our most prestigious residences require marketing that reaches a worldwide audience. In association with the Berkshire Hathaway HomeServices network, Luxury Collection provides a compelling brand platform made more powerful by the combined expertise of our top luxury brokers and our innovative suite of marketing services.

Luxury properties listed with Berkshire Hathaway HomeServices KoenigRubloff Realty Group benefit from our exceptional program.

A LEGACY OF LOCAL LUXURY EXPERTISE

A culture of integrity and excellence in Chicagoland for over eight decades

STRONG GLOBAL PARTNERSHIP

We bring the world to your door

OUR SAVVY AGENT NETWORK

Our agents consistently average a high volume of luxury home sales

THE FINE ART OF LUXURY MARKETING

Dynamic imagery and intriguing storytelling connect your property to the most qualified buyers in the world

THE DEDICATED LUXURY TEAM

Our collaboration supports and enhances the expertise of your agent



LUXURY MARKETING PLAN

GLOBAL ADVERTISING ON LUXURY WEBSITES

For the life of the listing, your property will be seen on the following luxury websites with extensive photos and property details

- LuxuryRealEstate.com
- MansionGlobal.com
- WSJ.com
- FinancialTimes.com
- RealEstateJournal.com
- Juwai.com
- Asia.WSJ.com
- RobbReport.com
- Europe.WSJ.com
- UniqueHomes.com



LUXURY COLLECTION BRANDED MARKETING MATERIALS

Your property will be positioned perfectly for the luxury market with our selection of Luxury Collection branded materials

- Yard signs
- Full-color custom brochures
- Direct mail
- New on market and promotional eCards



LUXURYCOLLECTIONMAGAZINE.COM

View the luxury market's latest offerings in our online showcase of the Chicago area's finest residences. Produced monthly, the digital magazine is extensively promoted.

- Showcased on the KoenigRubloff.com home page
- Featured in all KoenigRubloff Luxury Collection print ads
- The Chicago Tribune online interstitial ad receives an average of 75,000 monthly views
- Monthly eCard distributed to 10,000+ of Chicago's top brokers



UPGRADED ELITE LUXURY MARKETING PLAN

Building on the base of our Luxury Collection marketing plan, we are pleased to present an Elite tier of luxury marketing support.

PREMIUM HIGH RESOLUTION PHOTOGRAPHY

The area's most talented photographers will capture compelling images of your property to establish a strong foundation for the visual narrative. Photography services can also include floorplans, virtual staging and twilight image options.



CUSTOM 16-24 PAGE BOUND BROCHURES

Blending image, story and lifestyle, we will create captivating brochures handsomely tailored to your unique home.

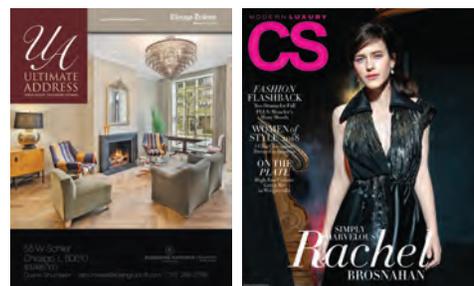
- Completely customized
- Professional copywriting
- Floorplans and features
- Color, full-bleed printing
- Companion digital flip book



PRINT ADVERTISING EXPOSURE

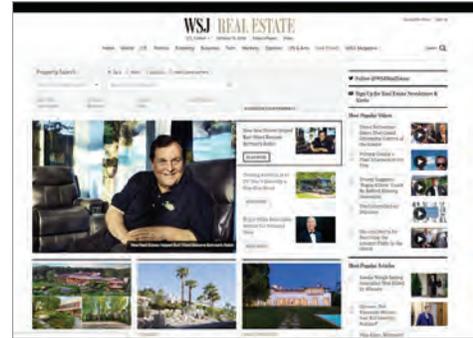
Full-color Luxury Collection ads are seen in upscale publications with an affluent readership.

- Chicago Social
- Ultimate Address
- Sheridan Road
- Forest & Bluff
- Hinsdale Living
- Wall Street Journal



WALL STREET JOURNAL DIGITAL

The Wall Street Journal Digital Network is the largest online publisher of original business news and financial information. The site, WSJ.com, reaches a global audience of 42.4 million digital readers per month who seek the news and information critical to their business and personal lives.



EUROPE.WSJ.COM

ASIA.WSJ.COM

The Asia Edition of The Wall Street Journal and the Europe Edition of The Wall Street Journal reach the world's most active luxury consumers and the world's most important investors.



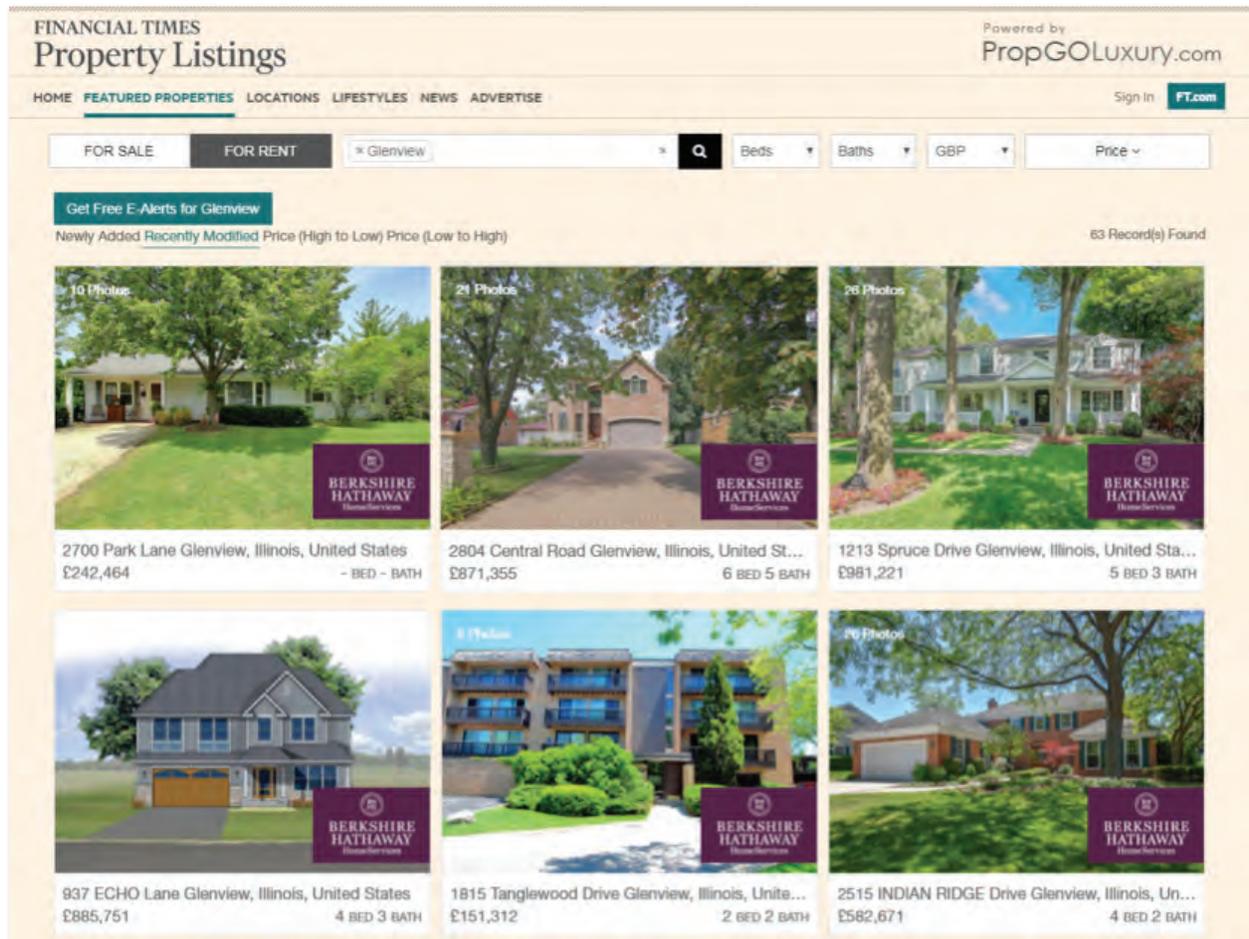
MANSIONGLOBAL.COM

Mansion Global is a premier digital destination connecting the world's affluent real estate buyers with prestige properties across the globe through relevant, timely listings and compelling content.



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.



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.

SOURCE: Juwai.com 2017



LUXURY WEBSITES

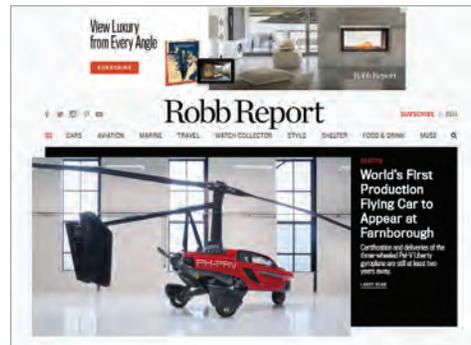
UNIQUEHOMES.COM

UniqueHomes.com is one of the world's most popular luxury home websites. The site features information on high-end trends and editorial focuses on the needs of the luxury lifestyle and affluent buyer.



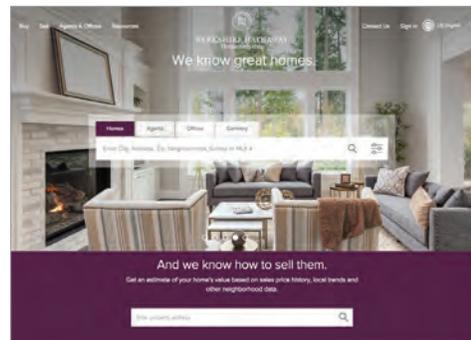
ROBBREPORT.COM

Long-revered in the luxury automotive world, Robb Report has developed into one of the foremost authorities on all things luxury. The Robb Report marketplace fuels the contemporary desires of elite customers for the best of the best on the market.



BERKSHIREHATHAWAYHS.COM

Berkshire Hathaway HomeServices offers a robust search experience to international shoppers. Careful attention to details like language translation, currency conversion, and the convenience of a single source for homes across the United States attract millions of potential buyers to our global website. The BHHS website has an impressive global reach of more than 18.4 million users.



*12 months ending 10/18/18

LUXURYCOLLECTIONMAG.COM

Our monthly digital magazine features Chicagoland's finest residences presently offered for sale by KoenigRubloff brokers. Distribution includes promotion on KoenigRubloff.com, in social media, Chicago Tribune online and in our Luxury Collection print advertising. Monthly distribution targets over 10,000 of the area's top brokers and garners an average of 75,000 monthly views on Chicago Tribune online.



LUXURY COLLECTION MAGAZINE ONLINE DISTRIBUTION

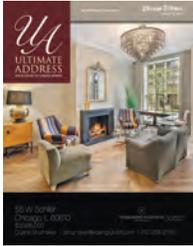
Produced monthly, the digital magazine is promoted and distributed with:

- A direct link featured on KoenigRubloff.com
- A prominent web address on all KoenigRubloff Luxury Collection Print Ads
- The Chicago Tribune Online Interstitial ad receives an average of 75,000 monthly views
- An eCard distributed monthly to 10,000+ of Chicago's top brokers



UPGRADED ELITE LUXURY PRINT ADVERTISING

These full color publications each offer an influential and affluent readership in our target markets.



ULTIMATE ADDRESS

Target:
North Shore/City

Circulation:
70,000



SHERIDAN ROAD

Target:
North Shore

Circulation:
220,000



WALL STREET JOURNAL

Target:
Chicago Region/O'Hare Airport

Circulation:
64,701



FOREST & BLUFF

Target:
North Shore

Circulation:
60,000



CHICAGO SOCIAL

Target:
Chicago

Circulation:
75,000



HINSDALE LIVING

Target:
Western Suburbs

Circulation:
60,000

*Circulation subject to change



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 2013-2017

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

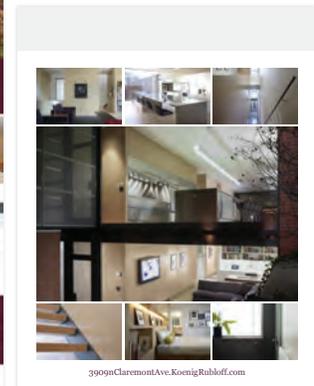
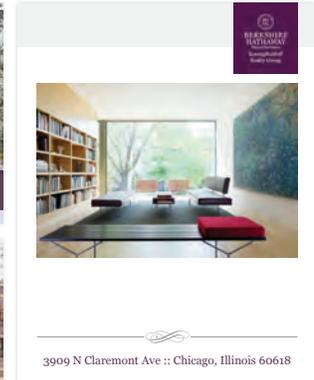
Instant communication of new listings, open houses and updates.

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.



**BERKSHIRE
HATHAWAY**
HomeServices
KoenigRubloff
Realty Group

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.



**BERKSHIRE
HATHAWAY**
HomeServices
KoenigRubloff
Realty Group

DIGITAL REAL ESTATE



BERKSHIREHATHAWAYHS.COM

A global destination for home buyers

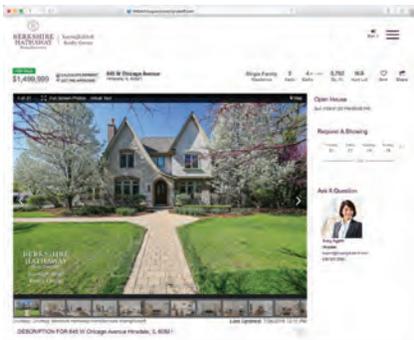
Across the country and around the world, buyers trust the Berkshire Hathaway HomeServices name. Real-time traffic data and Inside Access™ neighborhood and price history reports make this one of the fastest growing home search destinations. Thinking of selling? Estimate your home value based on sophisticated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



**BERKSHIRE
HATHAWAY**
HomeServices
KoenigRubloff
Realty Group

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
HATHAWAY**
HomeServices
KoenigRubloff
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

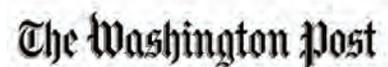
DAILYHERALD.COM

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



BERKSHIRE HATHAWAY
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*Subject to change.

YOUTUBE & INSTAGRAM VIDEOS

VIDEO

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

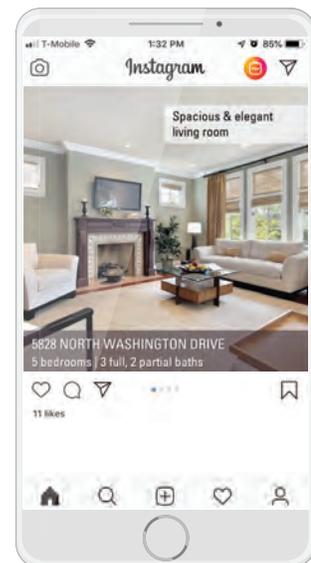
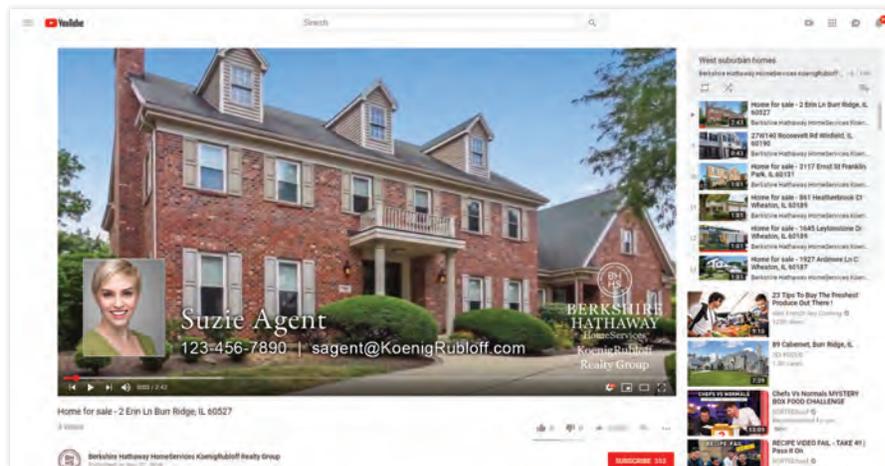
YOUTUBE

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 culture content are a perfect backdrop for KoenigRubloff 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.



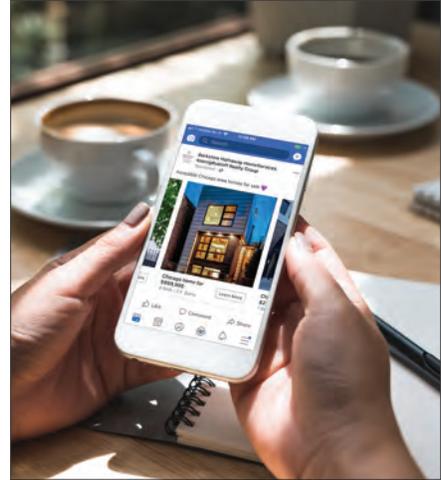
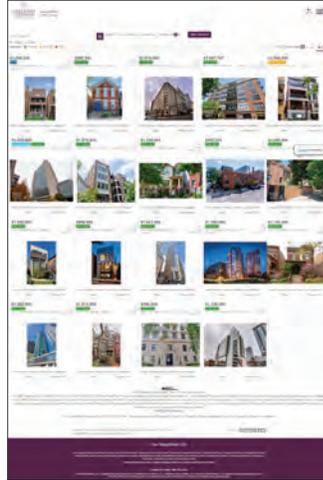
SEE OUR DARE ADS ON FACEBOOK

KoenigRubloff is the first residential brokerage in the nation to use Dynamic Ads for Real Estate through Homesnap

- KoenigRubloff listings displayed in Facebook feeds
- Retargets buyers searching KoenigRubloff and Homesnap
- Ads are created dynamically to match searches
- Links directly to property detail page and the listing agent

Automatic for KoenigRubloff listings; no cost to our brokers and clients.

OUR LISTINGS GO FROM SEARCH TO SOCIAL



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.

The screenshot shows the weather website interface for Chicago, IL. The top navigation bar includes search, location, and settings. The main content area features a 5-day weather forecast table, a 'LOCAL POLLEN ALERT' section, and a 'STAY SAFE' alert. On the right side, there are three advertisements: a 'Get Noticed.' ad for Berkshire Hathaway HomeServices, an 'ALMANAC' ad, and a 'vineyard vines' ad for new sale styles.

DAY	DESCRIPTION	HIGH / LOW	PRECIP	WIND	HUMIDITY
TODAY JUL 23	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%

*Websites subject to change



HOMESNAP

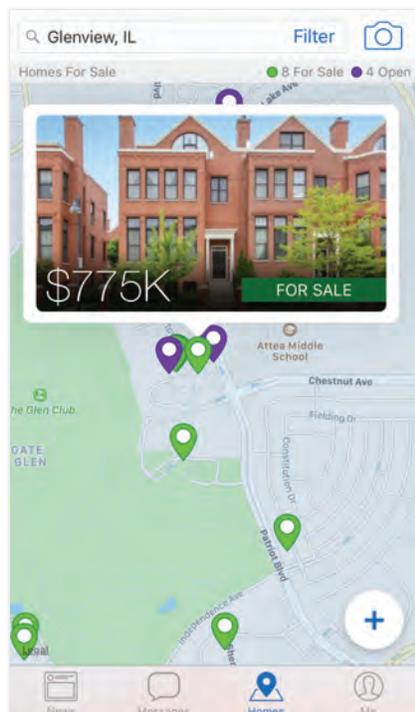


AN APP THAT IS AS MOBILE AS OUR BUYERS

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.

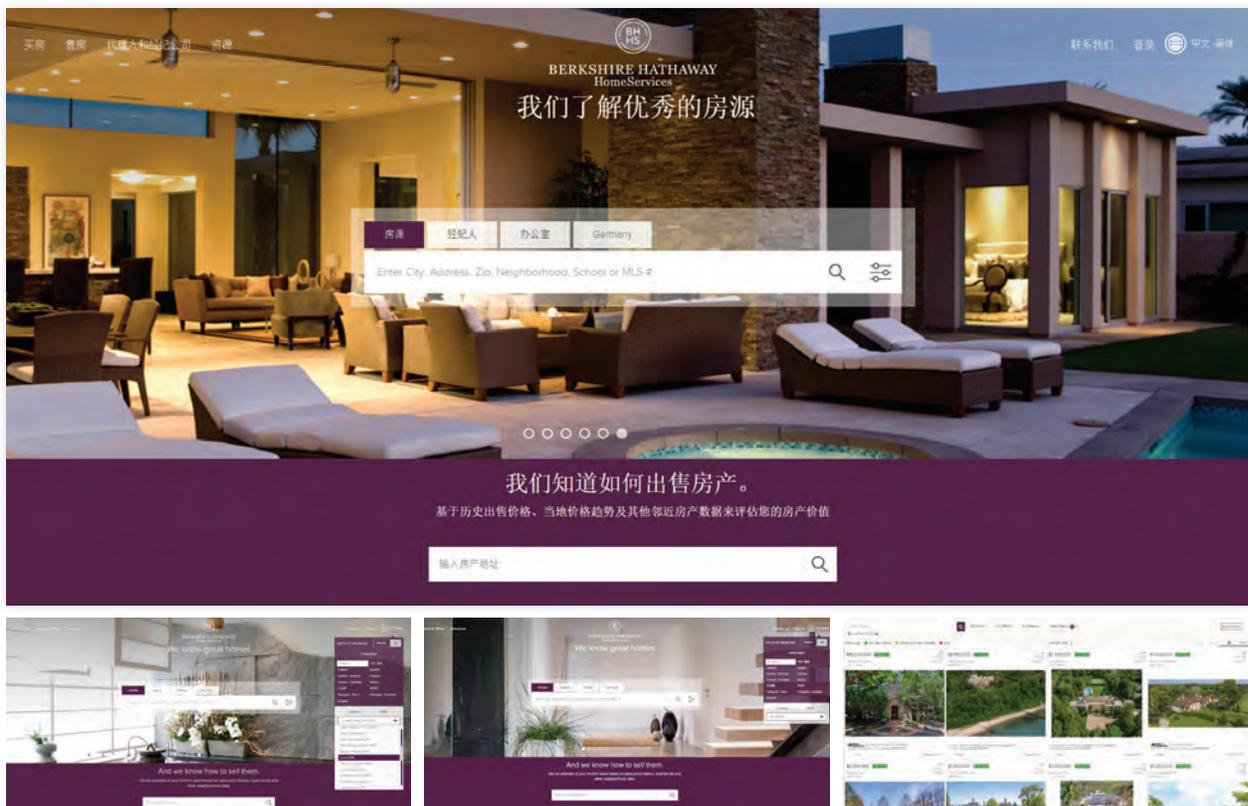


**BERKSHIRE
HATHAWAY**
HomeServices
KoenigRubloff
Realty Group

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.



**BERKSHIRE
HATHAWAY**
HomeServices
KoenigRubloff
Realty Group

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	Hong Kong	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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**BERKSHIRE
HATHAWAY**
HomeServices
KoenigRubloff
Realty Group

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 | THE DOINGS

JWC MEDIA

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

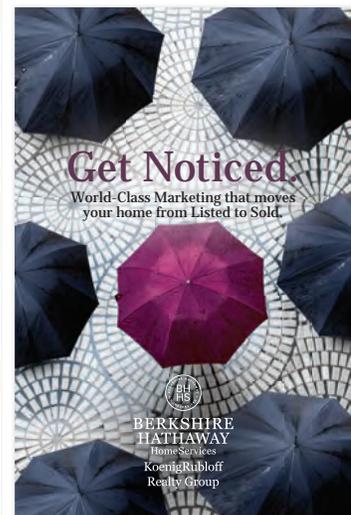
HARBOR COUNTRY NEWS

THE REAL ESTATE GUIDE

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.



**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

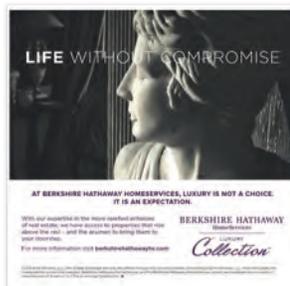
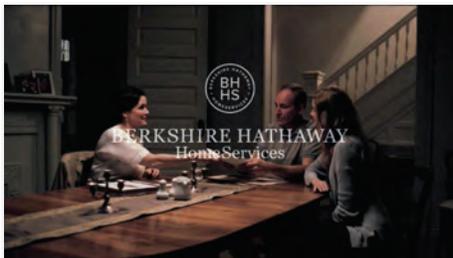
WALL STREET JOURNAL MANSION

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.

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.



**BERKSHIRE
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LISTING UPDATES

KOENIGRUBLOFF EDGE REPORT

KoenigRubloff Edge Report



500 W Superior St (09988456) - Web Traffic Report 7/25/2018



Suzy Agent
847.853.5000
sagent@KoenigRubloff.com



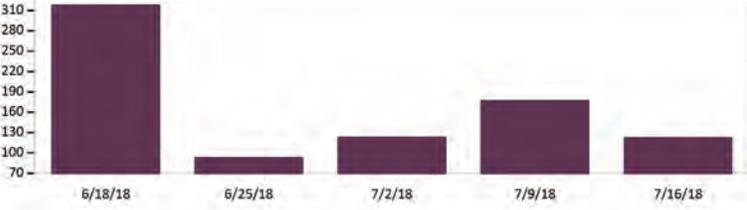
500 W Superior St
Chicago, IL 60654
\$600,000
ACTV - 09988456
500wSuperiorSt.KoenigRubloff.com

Listed: 6/18/18

Web traffic — Jul 16 - Jul 22, 2018			Last 7 days 7/16/18 - 7/22/18	Last 30 days 6/23/18 - 7/22/18	Cumulative 6/18/18 - 7/22/18
Most popular real estate sites					
	Realtor.com	detail	15	68	112
		search	447	2,298	6,865
	Zillow.com / Yahoo!	detail	90	391	522
		search	10,777	26,799	31,267
	Trulia.com	detail	3	44	71
		search	759	10,497	11,818
	KoenigRubloff.com	detail	14	48	128
		search	13	60	206
	Homes.com	detail	0	0	0
		search	0	16	89

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



**BERKSHIRE
HATHAWAY**
HomeServices
KoenigRubloff
Realty Group



GOOD TO KNOW™

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

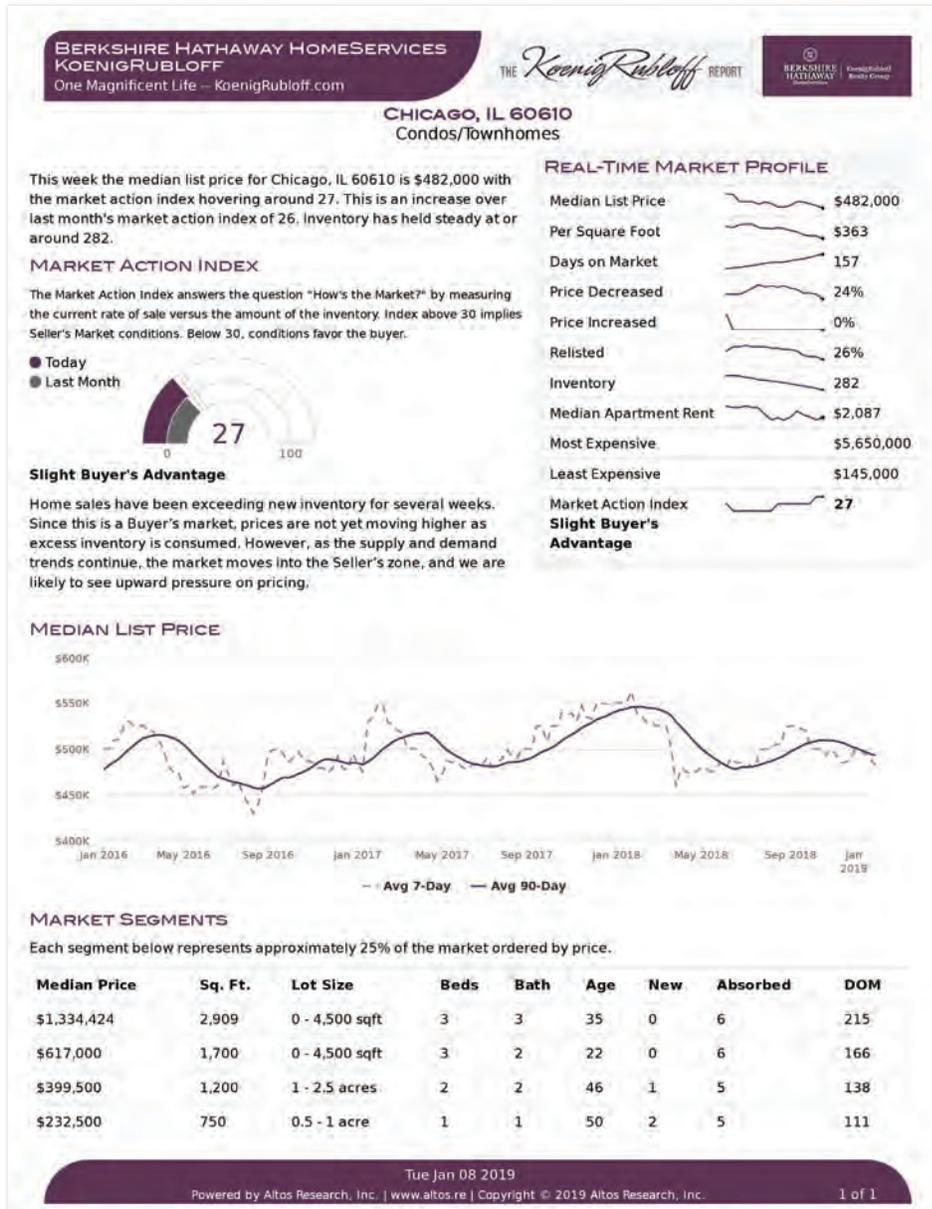
5 more properties

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

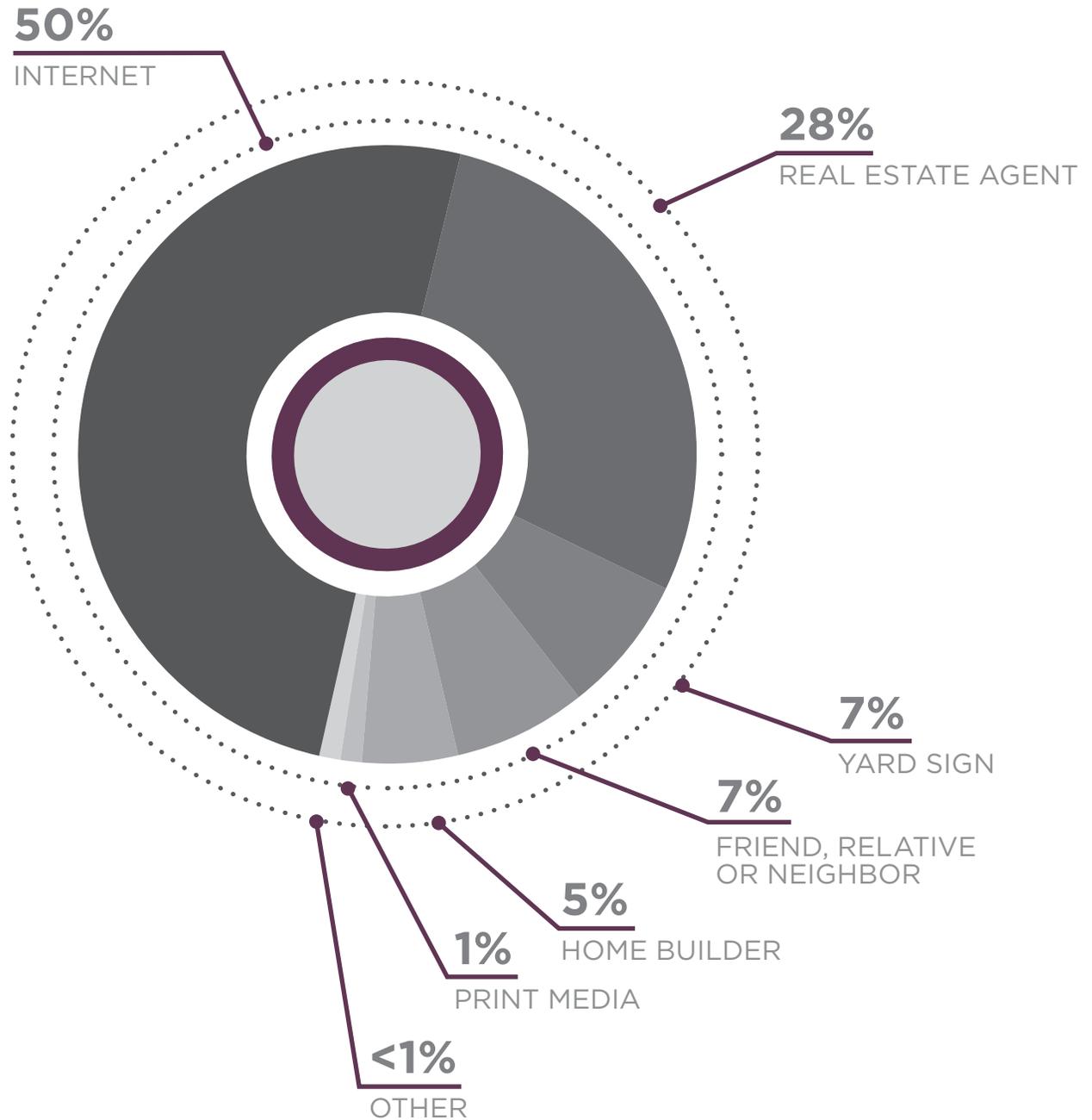


We put neighborhood data and analysis at your fingertips to help you make the right decisions.

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

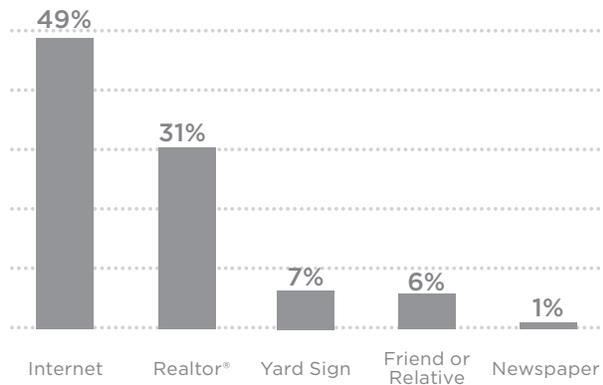


*Source: 2018 The National Association of Realtors® Profile of Home Buyers and Sellers.



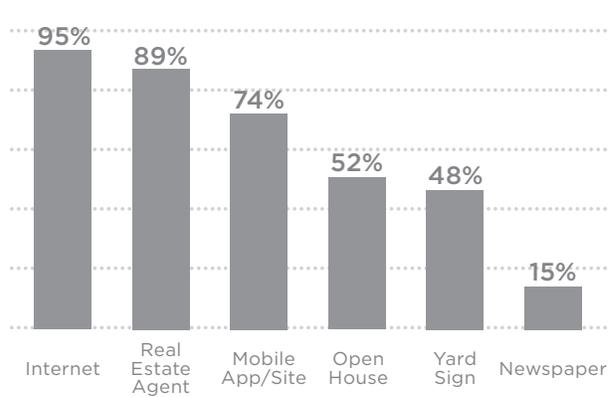
WHERE BUYERS FIND HOMES

How Were You Introduced to the Home You Ultimately Purchased?



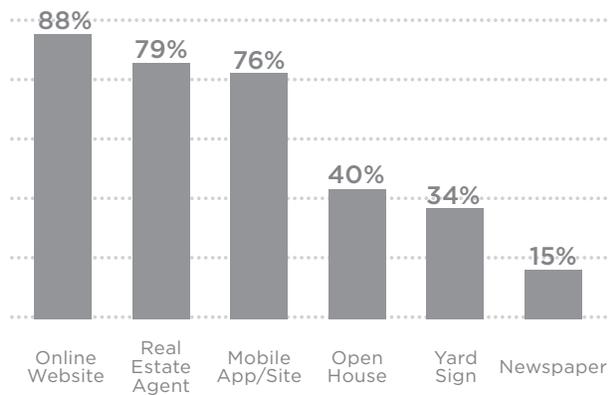
WHERE BUYERS GET INFORMATION

Information Sources Used In Home Searches Nationally



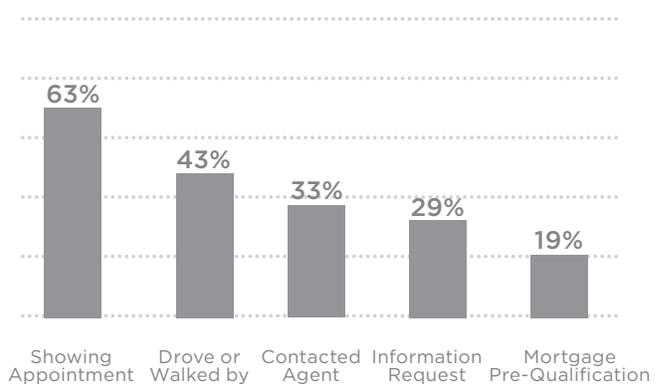
THE MOST USEFUL SEARCH TOOLS

Percentage That Found Source Very Useful



ONLINE SEARCH LEADS TO BUYER ACTION

Actions Taken From Internet Search



A SUCCESSFUL SALE

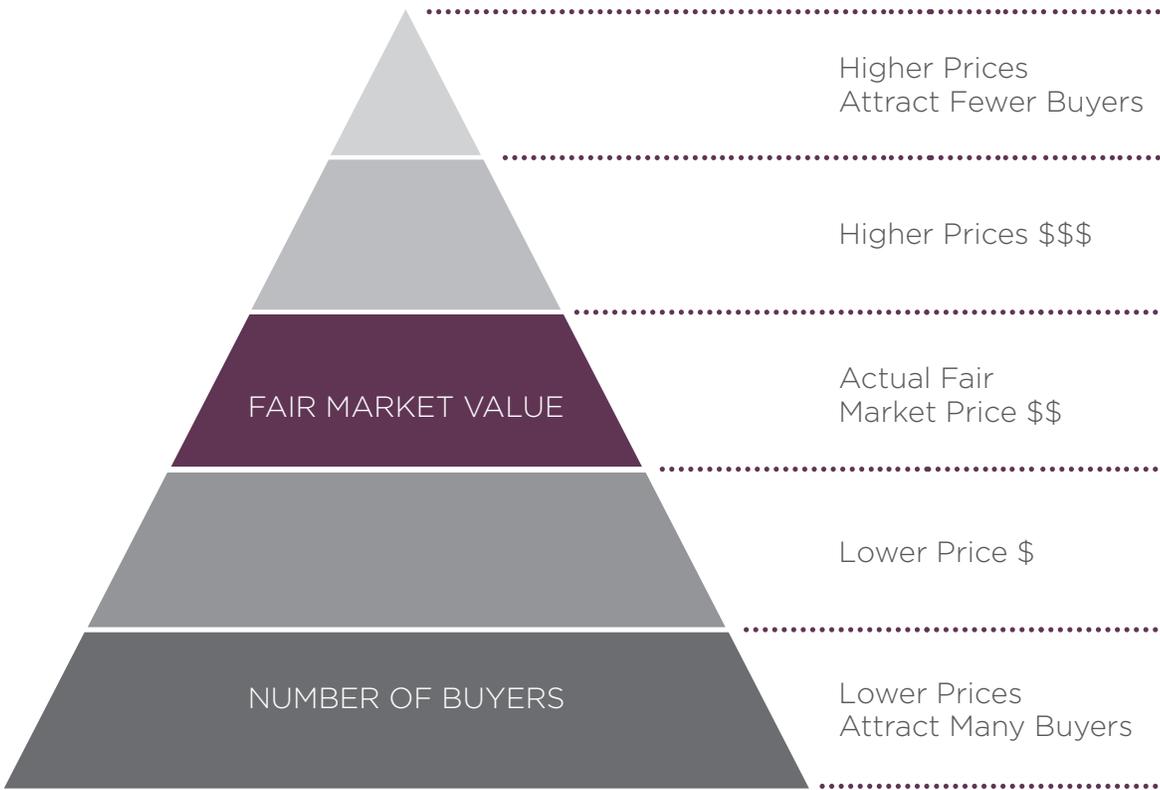


**BERKSHIRE
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POSITIONING YOUR HOME IN THE MARKET

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



