

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 Executive Officer



Mark Pasquesi
President of Brokerage



Joe Stacy
Senior Vice President
& General Sales Manager



WE WORK FOR YOU



**BERKSHIRE
HATHAWAY**
HomeServices
Chicago

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 more than 50,000 agents and 1,500+ offices*, we offer an unmatched national and global network.

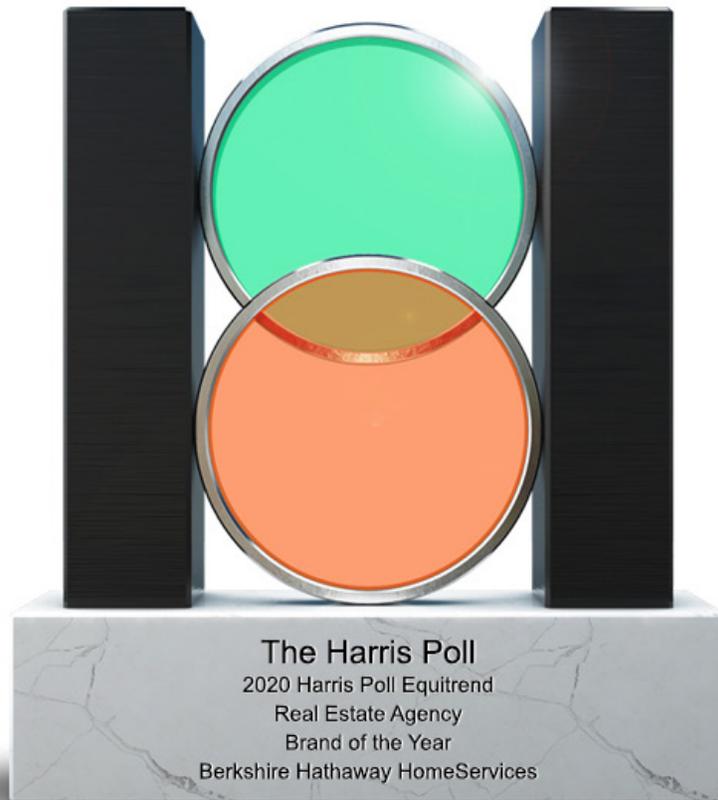
Our company is built on proven operational excellence, demonstrated integrity and the reputation of Berkshire Hathaway, one of the

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.



**BERKSHIRE
HATHAWAY**
HomeServices
Chicago

Named by consumers as
“Real Estate Agency Brand of the Year”
and **“Highest Ranked in Trust and Love.”**



Berkshire Hathaway HomeServices Named **“Real Estate Agency Brand of The Year”**
and **“Highest Ranked in Trust and Love”** in 2020 Harris Poll EquiTrend® Study.

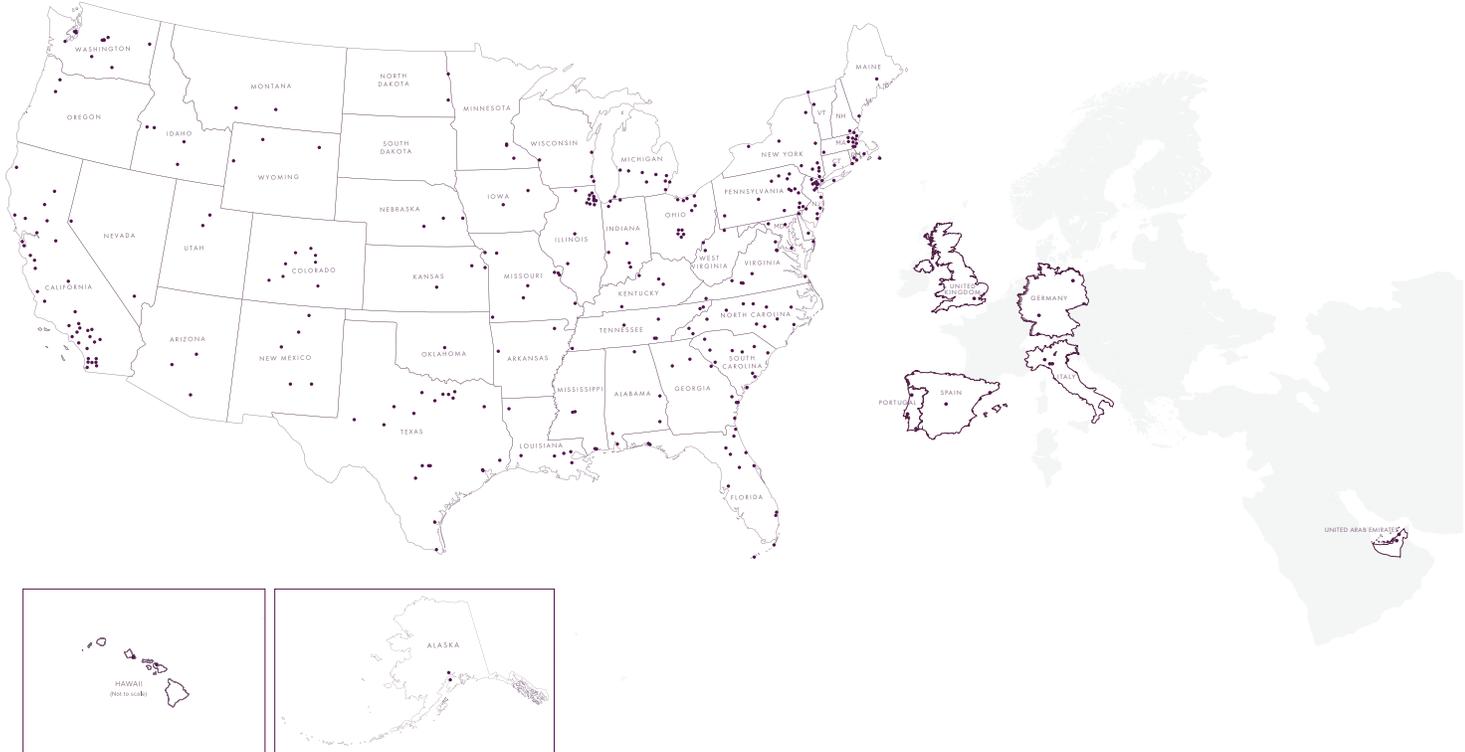
This is the third year Berkshire Hathaway HomeServices has received
Brand of the Year since receiving the award in 2014.

Berkshire Hathaway HomeServices received the highest numerical Equity Score and the highest numerical score relating to Trust and Love among Real Estate Agency brands included in the 2020 Harris Poll EquiTrend® Study, which is based on opinions of 39,100 U.S. consumers ages 15 and over surveyed online between January 1 and January 30, 2020. Your opinion may differ. “Highest Ranked” was determined by a pure ranking of a sample of Real Estate Agency brands.



**BERKSHIRE
HATHAWAY**
HomeServices
Chicago

A GLOBAL NETWORK OF OPPORTUNITY



50,000+ AGENTS, NEARLY 1,500 OFFICES AND GROWING

Berkshire Hathaway HomeServices Reach

BHHS Network June 2020, map is subject to change along with the rapid growth of the network.

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, 2019 closed transaction sides
**Chicago Tribune Top Work Places, 2019



**BERKSHIRE
HATHAWAY**
HomeServices
Chicago

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 to charitable organizations.



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 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

Cinchhomeservices.com/realestate



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.



Berkshire Hathaway

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

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

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



**BERKSHIRE
HATHAWAY**
HomeServices

Chicago

MARKETING EXPOSURE



**BERKSHIRE
HATHAWAY**

HomeServices

Chicago

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



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 1,400 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.

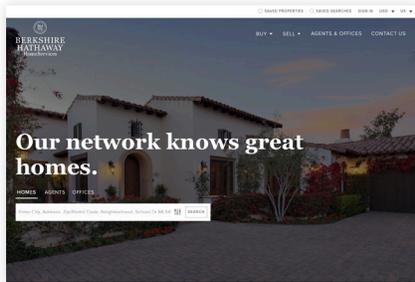
INTOUCH | AGENT APP

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.



**BERKSHIRE
HATHAWAY**
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Chicago

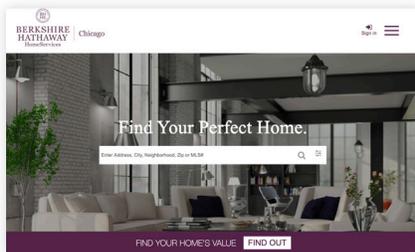
DIGITAL REAL ESTATE



BHHS.COM

A global destination for home buyers

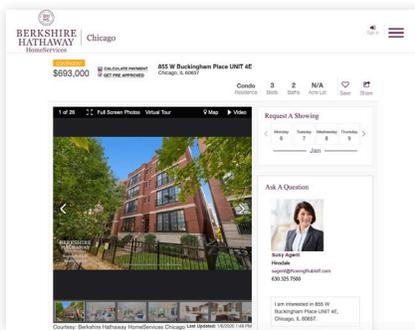
Across the country and around the world, buyers trust the Berkshire Hathaway HomeServices name. Real-time traffic data and Inside Access™ neighborhood and price history reports make this one of the fastest growing home search destinations. Thinking of selling? Estimate your home value based on sophisticated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



**BERKSHIRE
HATHAWAY**
HomeServices
Chicago

BHHSCHICAGO.COM MONTHLY WEB STATS

visits from _____

5,051

_____ cities

LOCATED IN 137 COUNTRIES

Top referring countries, excluding USA:

- | | |
|----------|-------------|
| China | Philippines |
| India | Australia |
| Taiwan | Mexico |
| Canada | Netherlands |
| UK | Poland |
| Japan | Egypt |
| France | Bangladesh |
| Germany | Ireland |
| Pakistan | |



TOP 10 STATES

visits from all

50

United States
& District of Columbia

1. Illinois
2. Michigan
3. Indiana
4. Wisconsin
5. Florida
6. California
7. Virginia
8. Texas
9. New York
10. Ohio

visits
originating
from

775

_____ other websites

TOP 10 OTHER WEBSITES SENDING TRAFFIC TO BHHSCHICAGO.COM

1. Google.com
2. m.Facebook.com (mobile)
3. Facebook.com (ad)
4. Facebook.com
5. Google.com (ad)
6. Google my business
7. Bing.com
8. Yahoo.com
9. Instagram.com
10. Chicago.curbed.com

busiest
day &
time of
the week

FRIDAY 2PM-7PM

mobile traffic

227,322

MOBILE WEBSITE VISITS

435,388

MOBILE PAGES VIEWED

65,815

NEW MOBILE VISITORS



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



**BERKSHIRE
HATHAWAY**
HomeServices
Chicago

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



**BERKSHIRE
HATHAWAY**
HomeServices
Chicago

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.

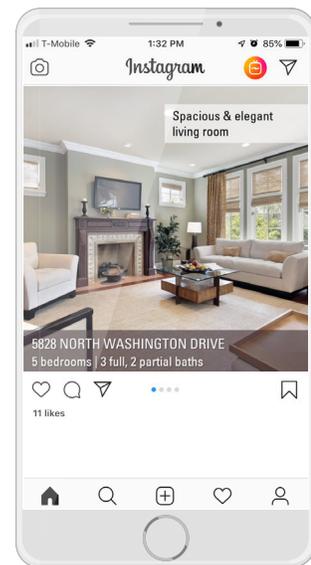
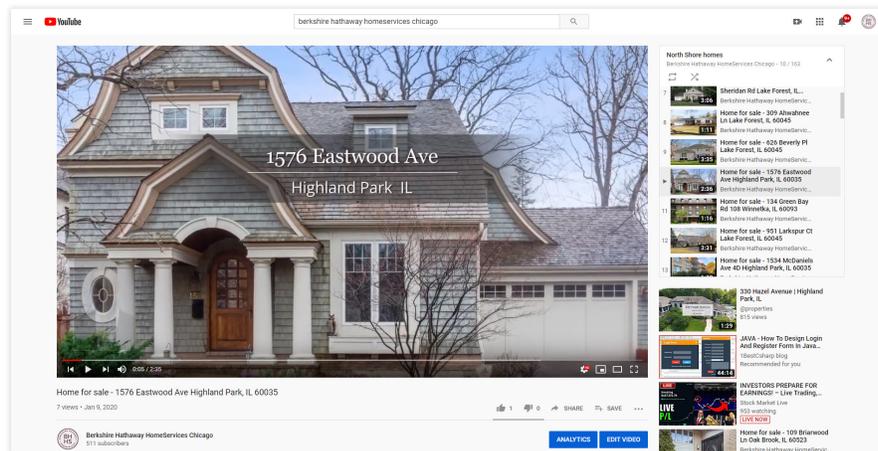
YOUTUBE

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 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.



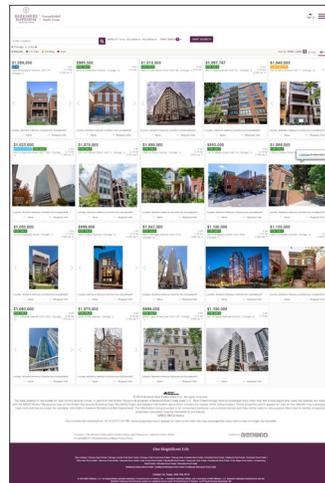
SEE OUR DARE ADS ON FACEBOOK

Berkshire Hathaway HomeServices Chicago is the first residential brokerage in the nation to use Dynamic Ads for Real Estate through Homesnap

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

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

OUR LISTINGS GO FROM SEARCH TO SOCIAL



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

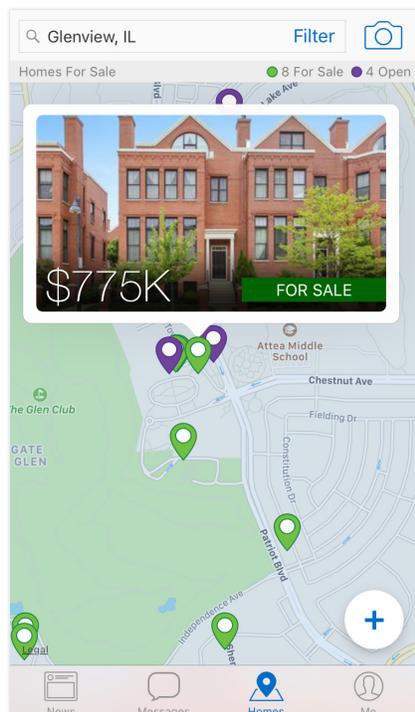
AdWerx uses anonymous online behavioral data to target ads for your home toward local people who are potential buyers, across a network of websites. Daily campaign marketing reports show you the results.

The screenshot shows a weather website interface for Chicago, IL. At the top, there's a search bar and navigation options. Below that, a 5-day weather forecast is displayed in a table. To the right of the forecast, there's a real estate advertisement for a house in Chicago. Below the forecast, there's a 'STAY SAFE' alert and a 'vineyard vines' advertisement for a sale. At the bottom, there's a 'TODAYS WEATHER' section with a color-coded bar chart.

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%

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

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.



**BERKSHIRE
HATHAWAY**
HomeServices
Chicago

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

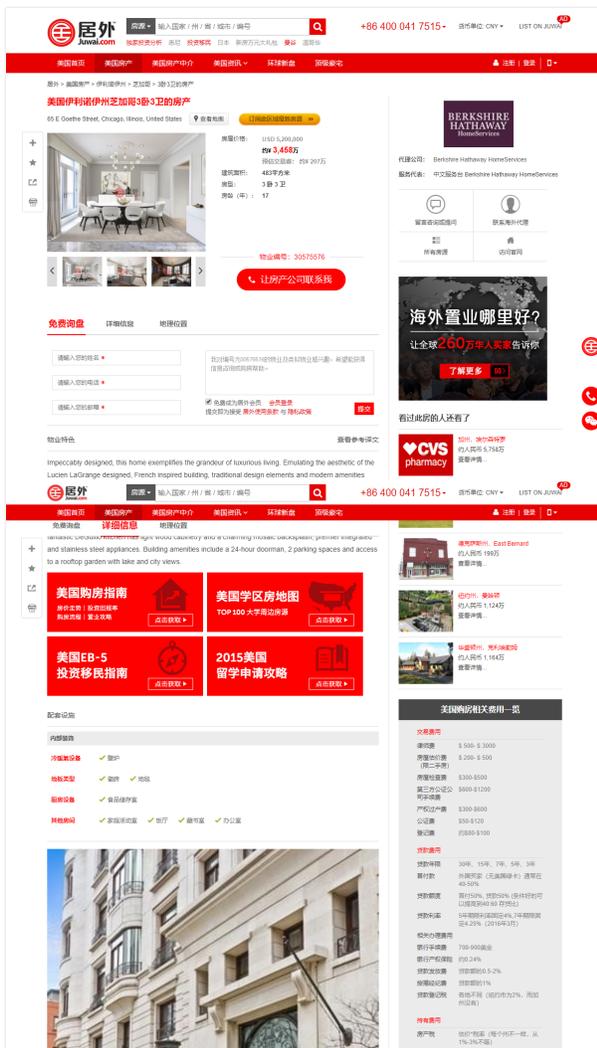
In addition to BHHS.com, we market homes on two international real estate portals to reach Mandarin Chinese speakers. Juwai.com is hosted in China and accessible to an exclusive audience of high net worth Chinese consumers.



**BERKSHIRE
HATHAWAY**
HomeServices
Chicago

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.



BERKSHIRE HATHAWAY
HomeServices
Chicago

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 'Property Listings' section of the Financial Times website, powered by PropGOLuxury.com. The page features a navigation bar with 'HOME', 'FEATURED PROPERTIES', 'LOCATIONS', 'LIFESTYLES', 'NEWS', and 'ADVERTISE'. A search bar is set to 'Glenview' with filters for 'FOR SALE', 'FOR RENT', 'Beds', 'Baths', 'GBP', and 'Price'. Below the search bar, there are options to 'Get Free E-Alerts for Glenview' and sorting criteria: 'Newly Added', 'Recently Modified', and 'Price (High to Low) Price (Low to High)'. Six property listings are shown, each with a photo, address, price, and specifications:

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

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

MY SUBURBAN LIFE PAPERS

WALL STREET JOURNAL

CS

FOREST & BLUFF

ULTIMATE ADDRESS

LUXURY COLLECTION MAGAZINE

HARBOR COUNTRY NEWS

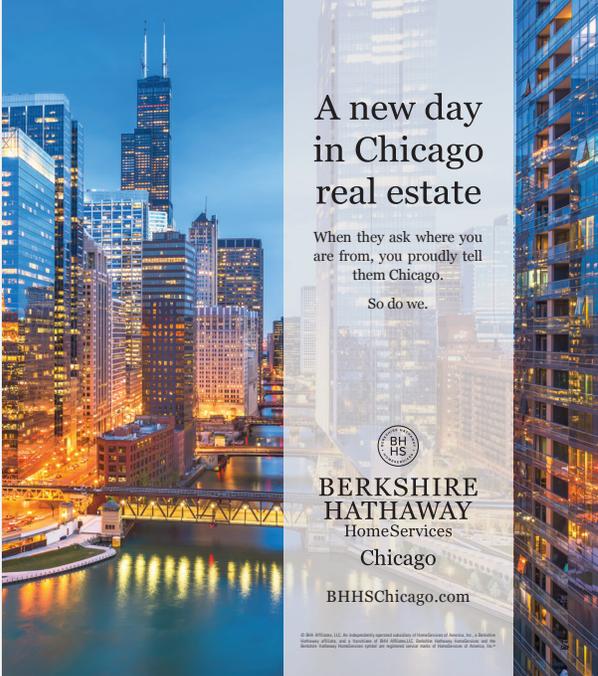
THE REAL ESTATE GUIDE

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.



A new day
in Chicago
real estate

When they ask where you
are from, you proudly tell
them Chicago.
So do we.


**BERKSHIRE
HATHAWAY**
HomeServices
Chicago
BHHSChicago.com

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**BERKSHIRE
HATHAWAY**
HomeServices
Chicago

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

SUBURBAN LIFE PAPERS

THE WEEK

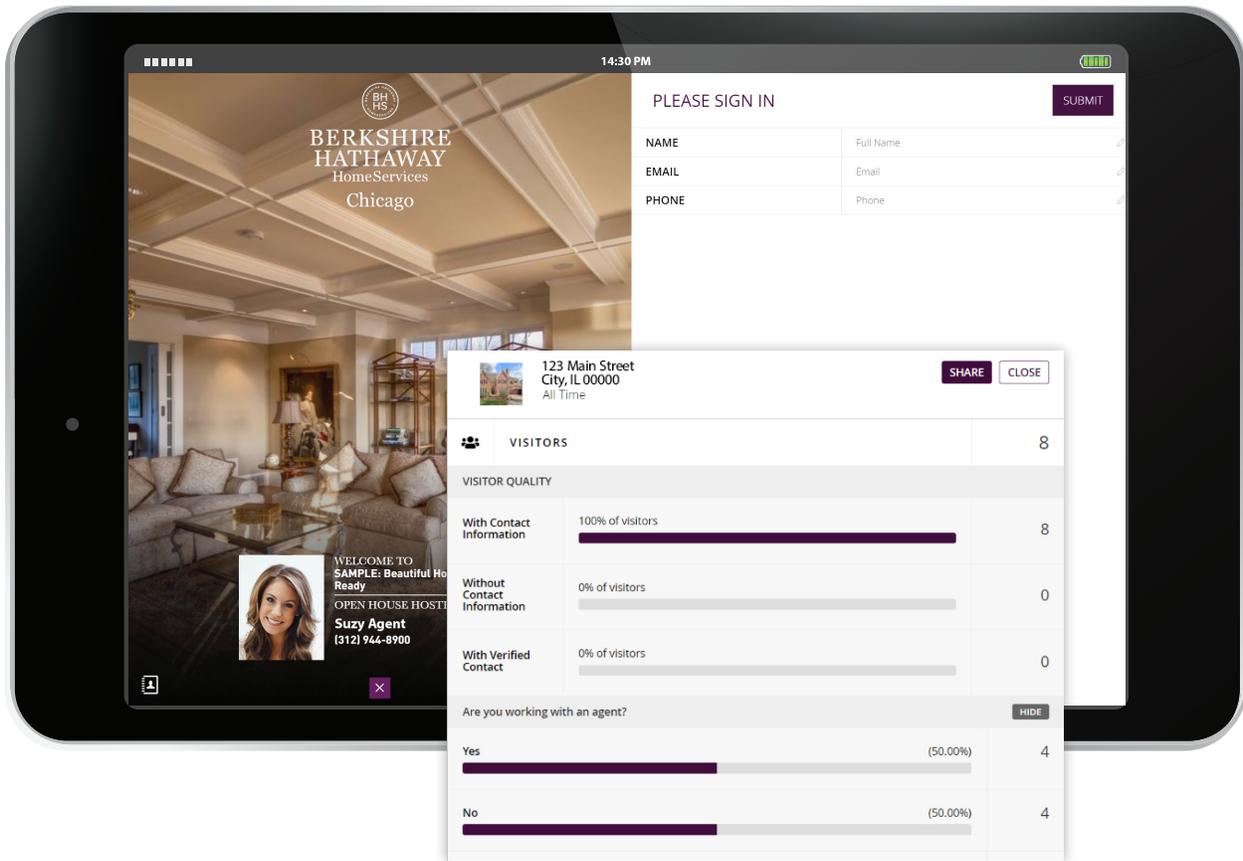
DAILY HERALD

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



SPACIO OPEN HOUSE APP

Our Spacio open house sign-in makes it easy to gather visitor information and automate follow-up with prospective buyers. Built-in reporting makes it easy for sellers to see activity and get results.



LISTING UPDATES EDGE REPORT

EDGE REPORT

175 E Delaware Pl 5003 (10272356) - Web Traffic Report 12/25/2019



175 E Delaware Pl 5003
 Chicago, IL 60611
 \$515,000
 ACTV - 10272356
175eDelawarePl5003.BHHSChicago.com
 Listed: 2/14/19

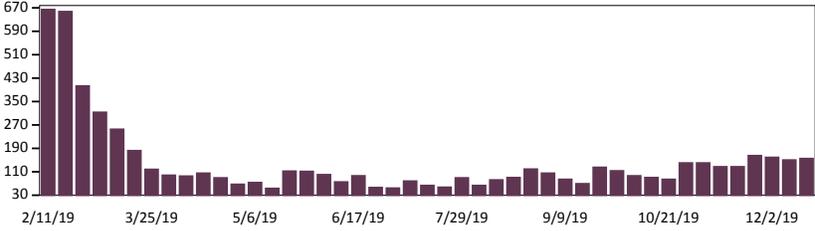


Suzy Agent
 847-853-5000
sagent@bhhschicago.com

Web traffic — Dec 16 - Dec 22, 2019			Last 7 days	Last 30 days	Cumulative
			12/16/19 - 12/22/19	11/23/19 - 12/22/19	2/14/19 - 12/22/19
Most popular real estate sites					
	Realtor.com	detail	20	60	785
		search	163	863	17,910
	Zillow.com / Yahoo!	detail	90	449	3,523
		search	421	2,895	37,322
	Trulia.com	detail	8	27	185
		search	3	45	16,399
	BHHSChicago.com	detail	37	137	1,851
		search	38	129	800
	Homes.com	detail	0	0	2
		search	0	0	64

NA = Data not available.
 Berkshire Hathaway HomeServices Chicago listings can be viewed on hundreds of websites; this report highlights activity on the Berkshire Hathaway HomeServices Chicago 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 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.

SELLER ACTIVITY REPORT

1234 Main Street, Chicago IL 12345 2 1 1,000 \$155,000

Online Activity

- 2828 Views (Zillow)
- 824 Views (BHHS)
- 22 Views (Third Party Portal Views)

Weekly Property Views

Market Activity

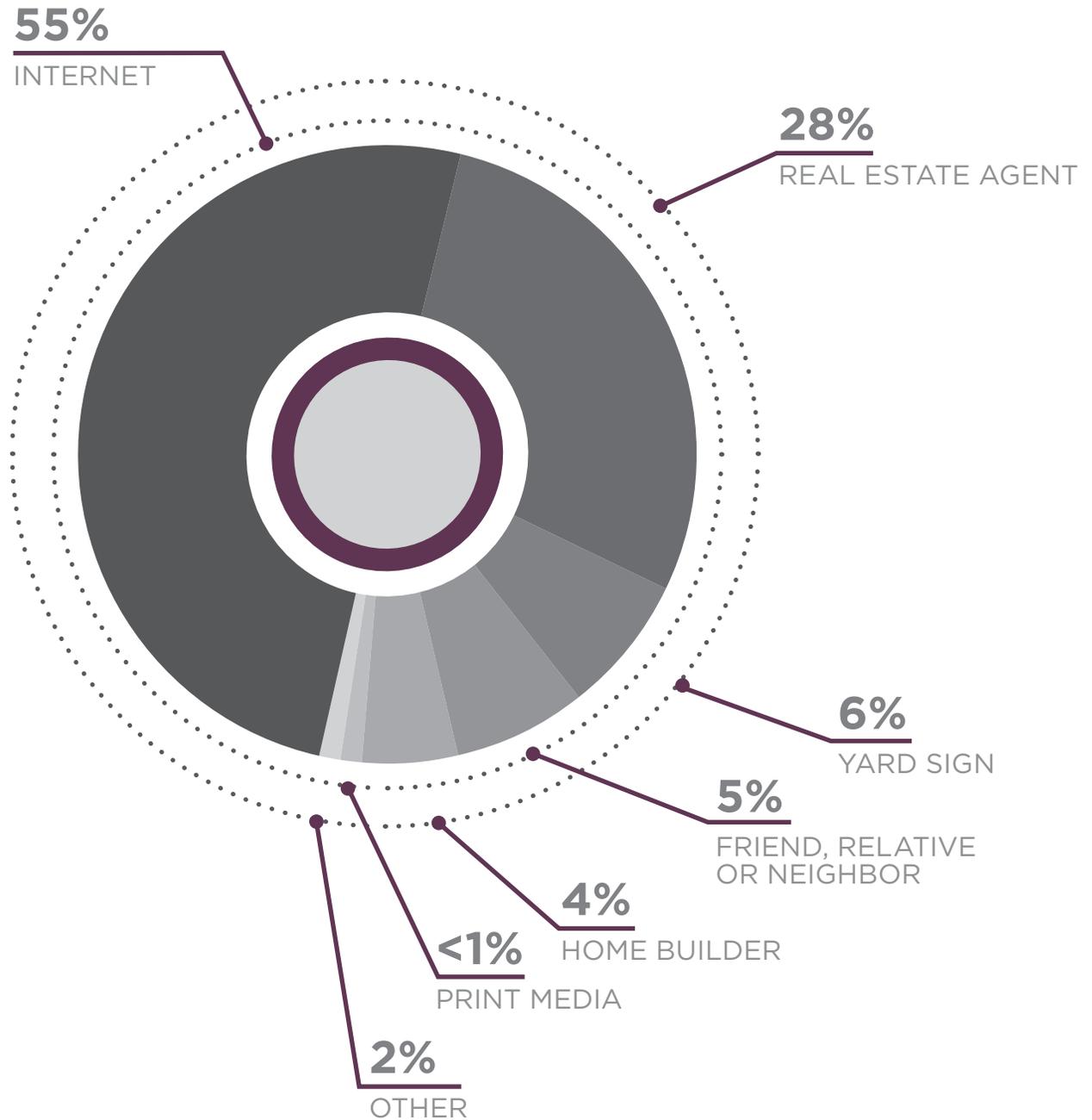
Home Marketing Tips

- Declutter:** Decluttering is one of the best ways to get buyers to see the beauty of your home. The clutter you see is what they see. Clear your counters of small appliances, and your beds, magazines and paper piles, advertisements and all excess clutter from your closets.
- Paint:** One of the most inexpensive ways to make a great impression and impress a big budget buyer is to paint the walls. Refresh and the freshest neutral color you can. For your dining room, choose a soft neutral shade or grey tone and paint every exterior room the same color.
- Decorate:** Look at your home from a buyer's perspective and make sure you are showcasing to your best advantage. Arrange furniture to showcase your space in a unique way. Add a few plants, a table lamp, a decorative object, a vase, a picture, a table and ensure lighting is on the right.
- Landscape:** An effective and cost-effective method you can use to boost the value of your home is to use the best yard care products, water your lawn and make strategic landscaping investments. The most cost-effective solution includes regular lawn care and tree up-keep services.

Weekly/monthly reports show you buyer search activity for your property on the BHHS Global site along with views on Zillow, Juwai and the WSJ sites.

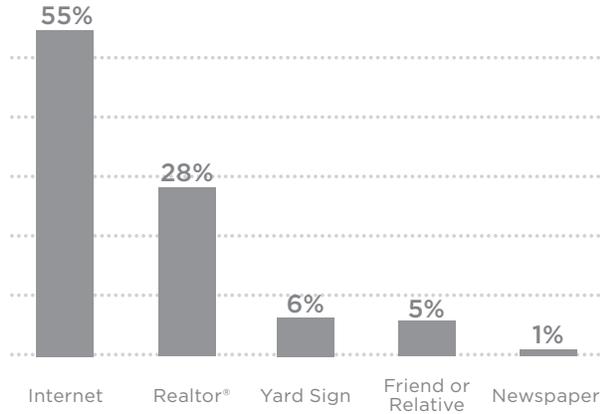


WHERE BUYERS COME FROM



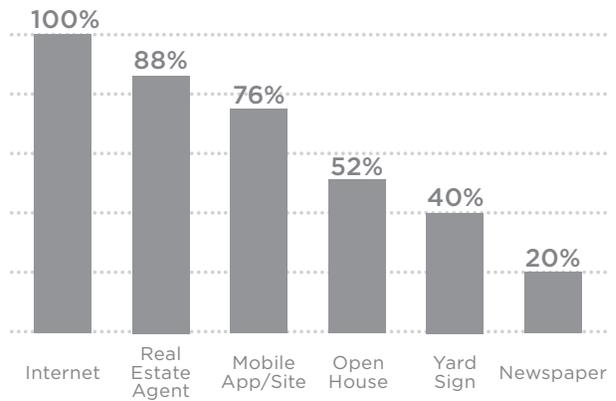
WHERE BUYERS FIND HOMES

How Were You Introduced to the Home You Ultimately Purchased?



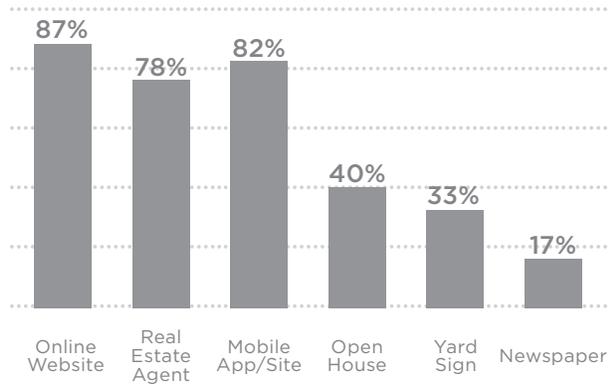
WHERE BUYERS GET INFORMATION

Information Sources Used In Home Searches Nationally



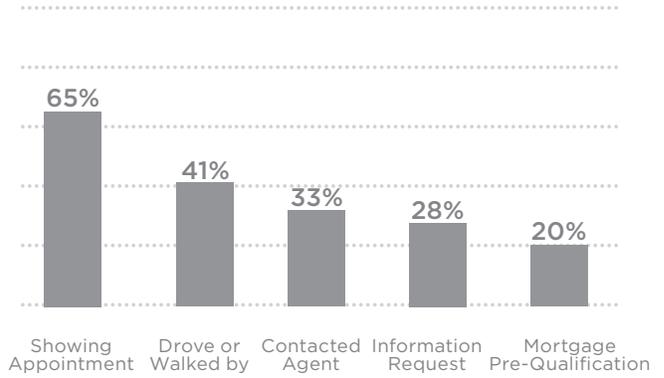
THE MOST USEFUL SEARCH TOOLS

Percentage That Found Source Very Useful



ONLINE SEARCH LEADS TO BUYER ACTION

Actions Taken From Internet Search



A SUCCESSFUL SALE

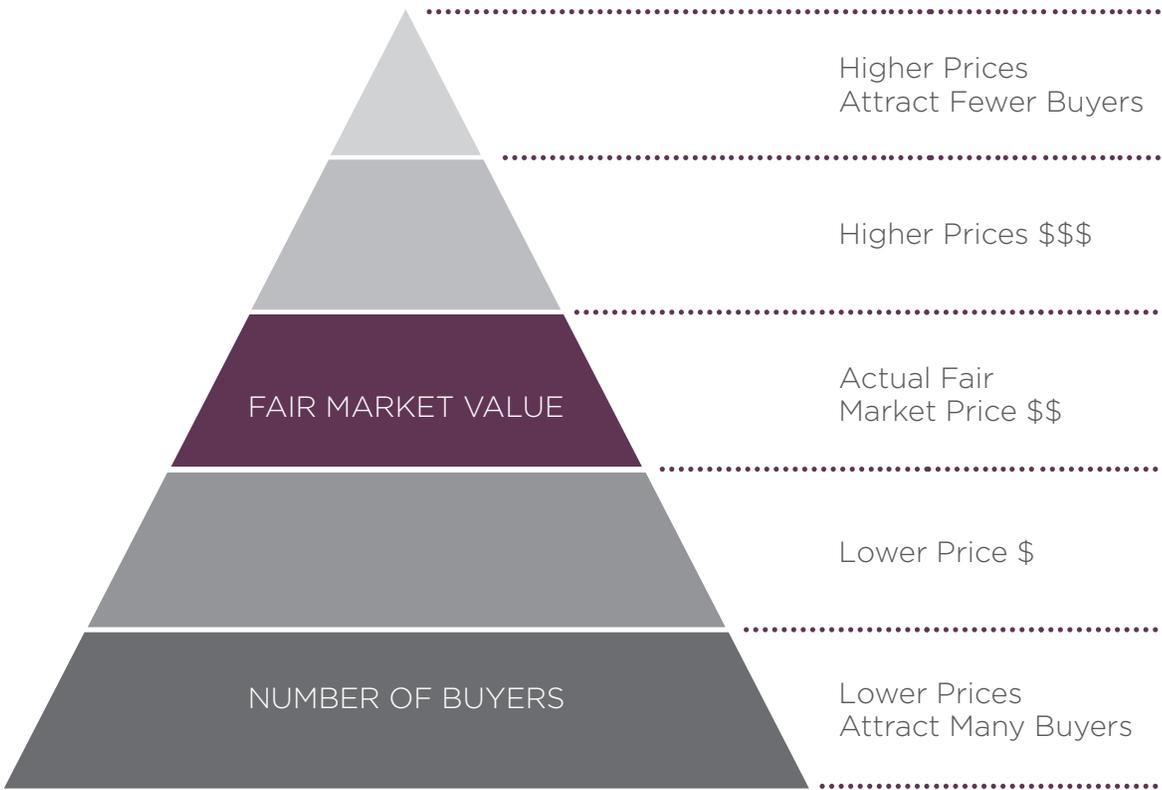


**BERKSHIRE
HATHAWAY**
HomeServices
Chicago

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

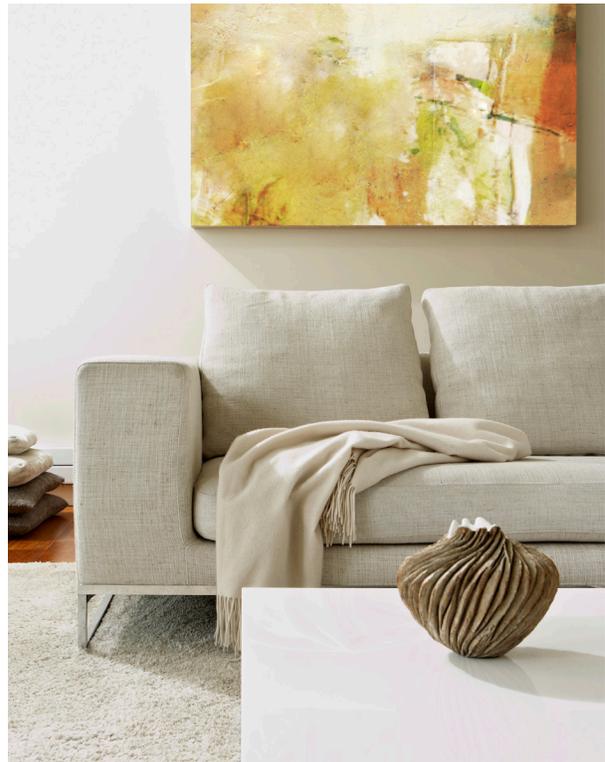
Enhance Your Home Before You List. Make it easy for potential buyers to envision their belongings in your home!

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



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.



