



# Move Confidently.

[BHHSChicago.com](https://www.BHHSChicago.com)

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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



**BERKSHIRE  
HATHAWAY**  
HomeServices  
Chicago

**WE WORK FOR YOU**

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**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 almost 1500 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

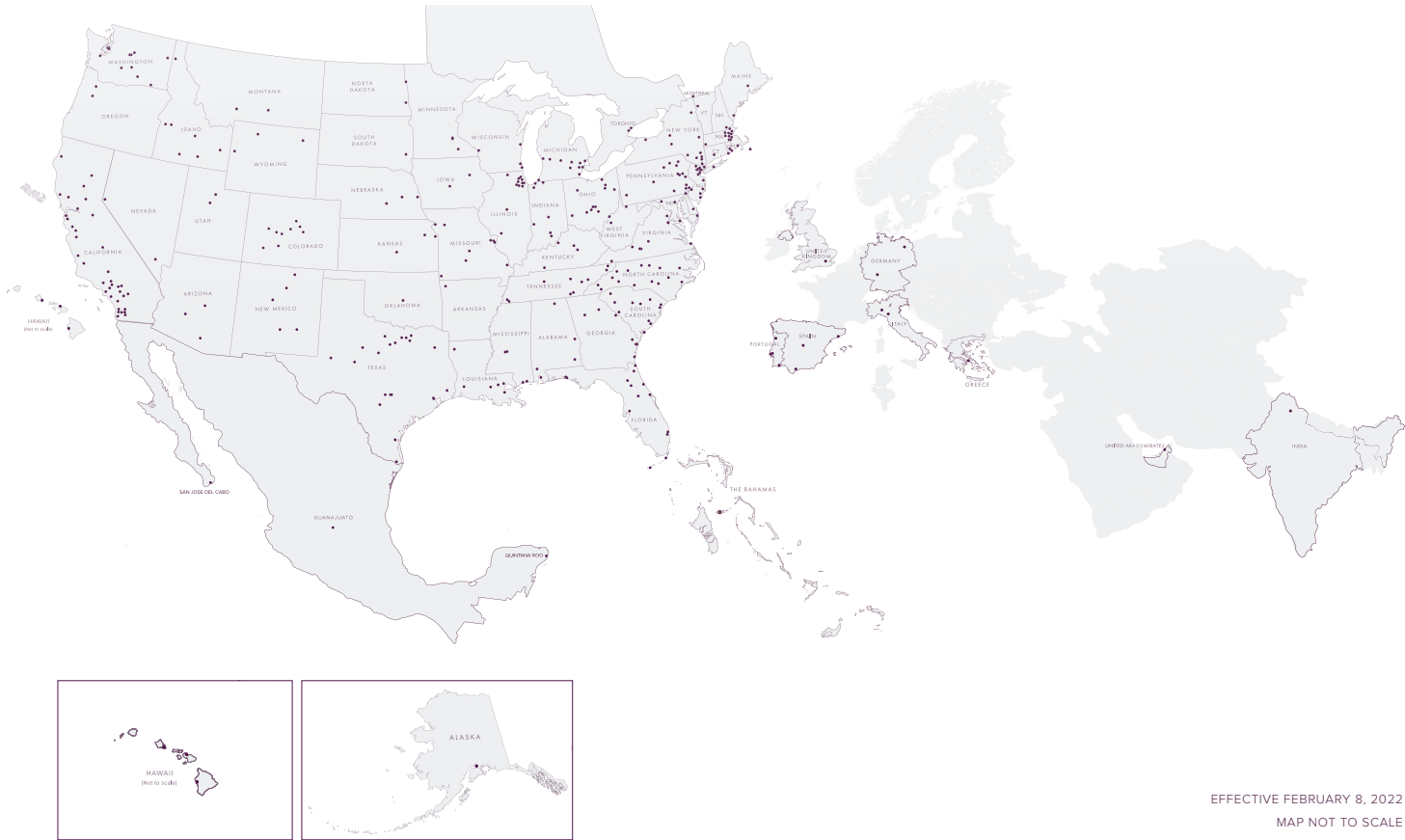
world's most admired companies. Our powerful Global Network Platform equips our agents to work in a world that is mobile, online and social, complementing our deep industry expertise and unmatched business knowledge.



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HATHAWAY**  
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\*2022

# A GLOBAL NETWORK OF OPPORTUNITY



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

Berkshire Hathaway HomeServices Reach

BHHS Network February 2022, 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 Workplace Chicago\*\*

**2021**

\*Real Trends, 2021 closed transaction sides.

\*\*Chicago Tribune Top Workplaces, Top 3 large companies, 2019-2021.



**BERKSHIRE  
HATHAWAY**  
HomeServices  
Chicago

## 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, we 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@FDTitle.com



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



Protection, savings, convenience and  
peace of mind  
  
AHS.com/RealEstate





# HOME SEARCH IS ONLY THE BEGINNING

As a buyer's representative, your broker has the expertise to help you find the perfect home in the perfect location to meet your real estate goals. Using a blend of high-tech and high-touch tools, we make sure that you get timely information about properties along with local insight, and guide you through the process from offer to closing.



## ANALYSIS & SEARCH

- Needs Assessment
- Property Search
- Mobile App Search
- Broker Networking & Tours
- Showing Appointments
- Property Viewing & Feedback
- Open House List
- New Listing Alerts
- Updated Pricing Alerts



## NEGOTIATIONS & MANAGEMENT

- Contract Insight
- Disclosure Review
- Offer Strategy
- Present Offers
- Counter Offers
- Home Inspection
- Post-Contract Negotiations
- Coordinate with Attorney, Lender
- Closing Costs Estimate
- Reviews Inspection Repairs
- Closing



## LOCAL EXPERTISE

- Neighborhood Research
- Local Knowledge & Maps
- School Rankings
- Market Trends
- Community Reports



## WHERE BUYERS FIND HOMES



### PRE-MARKET

Coming Soon Properties  
Private Listing Network  
InTouch Agent App



### INTERNET

Broker Websites  
Zillow & Real Estate Apps  
Open Houses



### FOR SALE BY OWNER

Co-Operating with Agent  
No Agent Co-Operation



### BUILDERS + DEVELOPERS



### SHORT SALES + FORECLOSURES



## 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

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**No.6** **FORTUNE**  
World's most  
admired companies

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

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**No.3** **FORBES**  
World's largest  
public companies

\*Fortune - World's Most Admired Companies 2019 \*\*Barron's - World's Most Respected Companies 2017 \*\*\*Forbes - Global 2000, 2021



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# FINDING YOUR HOME

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## BUYER TOOLS



**POWER SEARCH**  
BHHSChicago.com



**BROKER TOUR & NETWORKING**  
Connections with the top brokers in the area



**PROPERTY & PRICE ALERTS**  
Updates at digital speed



**OPEN HOUSE LISTS**  
Plan your weekend search strategy



**MOBILE**  
Take search anywhere



**HOTSHEETS**  
New properties and prices, daily



**PRE-MARKET/INTOUCH**  
Exclusive Access



**MARKET REPORTS**  
Market and sales trends



**COMMUNITY GUIDES**  
A regional perspective



**NEIGHBORHOOD PROFILES**  
Everything you want to know



**HOMEMAP**  
Know where to shop, dine and play



**ONE STOP SHOPPING**  
Mortgage, Title and Insurance work better together



**DOCUAGENT**  
Digital transaction management



**SATISFACTION SURVEY**  
Your feedback matters



# SEARCH BETTER

BHHSChicago.com attracts more than 46,000 desktop visits and more than 86,000 mobile site visits each month. Flexible property search, incredibly detailed property information, and fast updates, make it the destination to find a home.

## SEARCH

- Map Search with Drawing Tools
- 30+ Filters for Precise Results
- Save Favorites & Social Media Sharing
- Alerts for New Properties and Prices

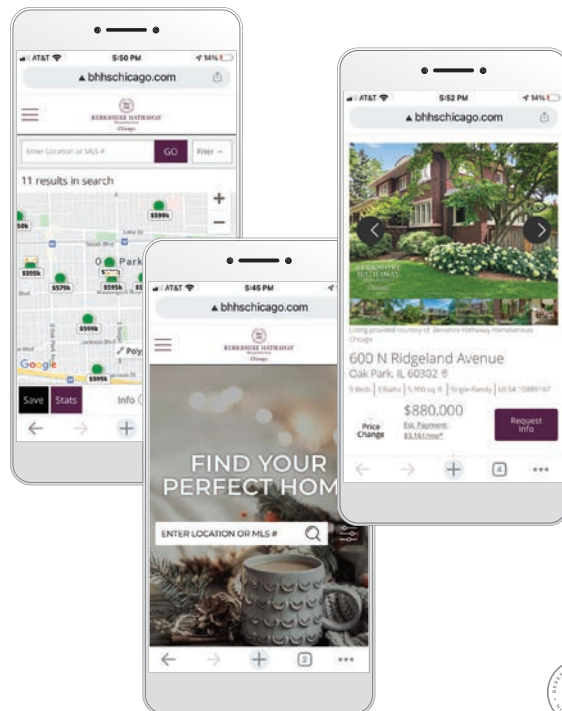
## DRILL DOWN

- Everything You Need to Know
- Full Screen Photo View
- Room Dimensions
- Taxes & Assessments
- Schools & Parking
- Property Price History
- Satellite Map View
- Agent Contact Information

## THE NEIGHBORHOOD

- Population & Economy
- Area Sales History
- All Nearby Schools
- Environment
- Quality of Life

BHHS Chicago.com  
visitors come  
from 50 states and  
81 countries.



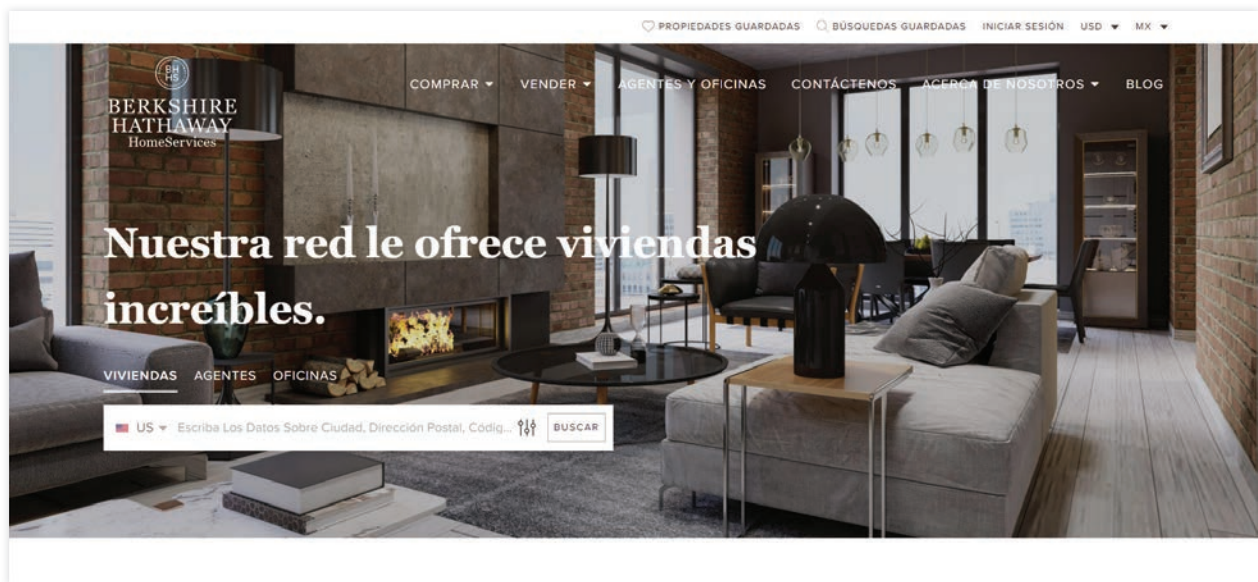
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HomeServices  
Chicago

\*Internal website analytics, 2022.

# WE SPEAK YOUR LANGUAGE

## BHHS.COM

BHHS.COM is used by 32 million people 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.

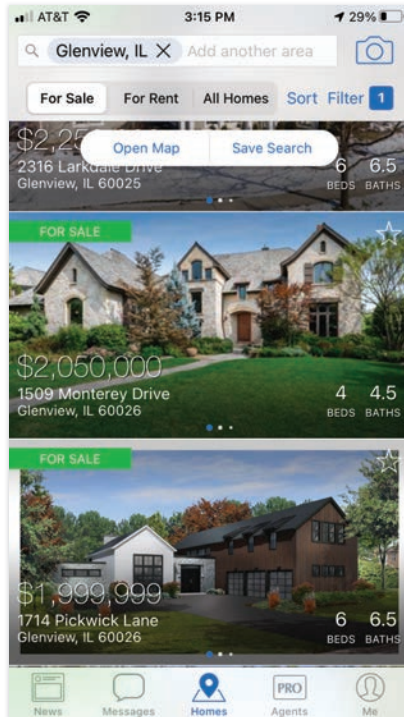


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\*Adobe analytics, June 2021



# HOMESNAP

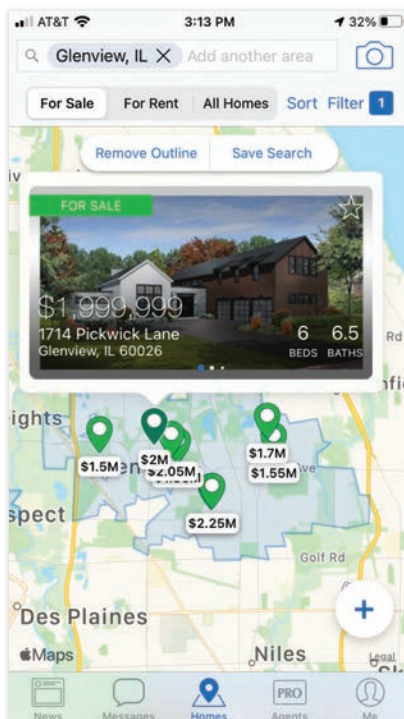


## AN APP THAT IS AS MOBILE AS OUR BUYERS

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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# OPEN HOUSE & HOTSHEETS

Daily Hotsheets deliver new listings and price changes to our agents each morning for all Berkshire Hathaway HomeServices Chicago listings. We generate broad exposure for our sellers at these critical marketing moments, and timely updates for our agents working with eager buyers.

Friday afternoon Open House lists help agents map out a weekend viewing strategy for buyers. City and Suburban editions offer sellers a marketing boost to maximize interest in an Open House event.

The image displays four columns of real estate listings from Berkshire Hathaway HomeServices Chicago. Each column represents a different geographic area: City, Suburban, City, and MI/IN/WI. The listings are organized into two main sections: 'Weekend Open Houses' and 'New Listings'. Each listing card includes a property photograph, the address, price, number of bedrooms and bathrooms, and the scheduled open house dates and times. The 'City' listings feature a 'View Details' link, while the 'Suburban' listings include a 'View Details' link and a 'New Listings' label. The 'MI/IN/WI' listings also include a 'View Details' link and a 'New Listings' label. The listings are presented in a clean, grid-like format with a dark header for each column.



## 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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# NEIGHBORHOOD PROFILES, COMMUNITY GUIDES, HOMEMAP

Getting to know the neighborhood is key to finding your perfect home. Your agent is a local expert, with terrific insight about the community.

## COMMUNITY GUIDES

Understand the story and distinct features of individual communities in the region. Informative summaries guide you through the region, so you can quickly get to know what makes each one special.

## NEIGHBORHOOD PROFILES

Take a deep dive into a specific community with data about schools and ratings, real estate sales history, an economic outlook and environmental factors.

## HOMEMAP

See how close stores, schools, restaurants and community services are to a home. Custom maps show the area features that are most important to you.



Local expertise, at your fingertips.

Community & Neighborhood Information

With 23 offices and 1000 agents, our sales professionals serve neighborhoods and communities throughout the Chicago area as well as Southwestern Wisconsin, Northwestern Indiana and Southwestern Michigan.

Change Location: Housing Profile Schools Environment Quality of Life Map

Home Sale Price: Rank % Avg. \$K \$200K \$300K \$400K \$500K

Market Sale Price - Ten Year Chart

Year	2008	2009	2010	2011	2012	2013	2014	2015	2016	Current
Home Sale Price	180,000	170,000	180,000	190,000	200,000	210,000	220,000	230,000	240,000	250,000

Home Statistics Near Zip Code 60611

Statistic	Zipcode	City	County	Market
Median Age of Home	42.0	42.0	42.0	42.0
Home Value	41.0%	40.0%	39.0%	38.0%
Home Rental	30.0%	29.0%	28.0%	27.0%
Home Vacant	10.0%	10.0%	10.0%	10.0%

Average Home Cost - Ten Year Chart

HSA HOME WARRANTY | HMS

One Magnificent Life

Locations Near: 900 N Michigan, Chicago

Coffee Shops

Starbucks	Starbucks	Starbucks	Starbucks	Starbucks	Starbucks	Starbucks	Starbucks	Starbucks	Starbucks	Starbucks
111 E Chestnut St, Chicago, IL 60611 0.11 miles	100 W Randolph St, Chicago, IL 60611 0.11 miles	555 E Chicago St, Chicago, IL 60611 0.30 miles	30 W Erie St, Chicago, IL 60604 0.41 miles	30 E Ontario St, Chicago, IL 60611 0.42 miles	250 N Franklin St, Chicago, IL 60604 0.43 miles	444 N Michigan Ave, Chicago, IL 60611 0.50 miles	401 E Chicago St, Chicago, IL 60611 0.51 miles	400 N Clark St, Chicago, IL 60604 0.54 miles	414 E Chicago St, Chicago, IL 60611 0.57 miles	225 N Michigan Ave, Chicago, IL 60611 0.58 miles

Starbucks 401 E Chicago St, Chicago, IL 60611 0.51 miles

Starbucks 414 E Chicago St, Chicago, IL 60611 0.57 miles

Starbucks 225 N Michigan Ave, Chicago, IL 60611 0.58 miles

Starbucks 321 N Dearborn St, Chicago, IL 60611 1.01 miles

Starbucks 816 Michigan Avenue, Chicago, IL 60602 1.10 miles

Starbucks 303 West Madison, Chicago, IL 60606 1.20 miles

# MARKETING ACTIVITY REPORT

Get real life search stats about buyer demand, along with market metrics and comparable data.

