



Move Confidently.

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

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



**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

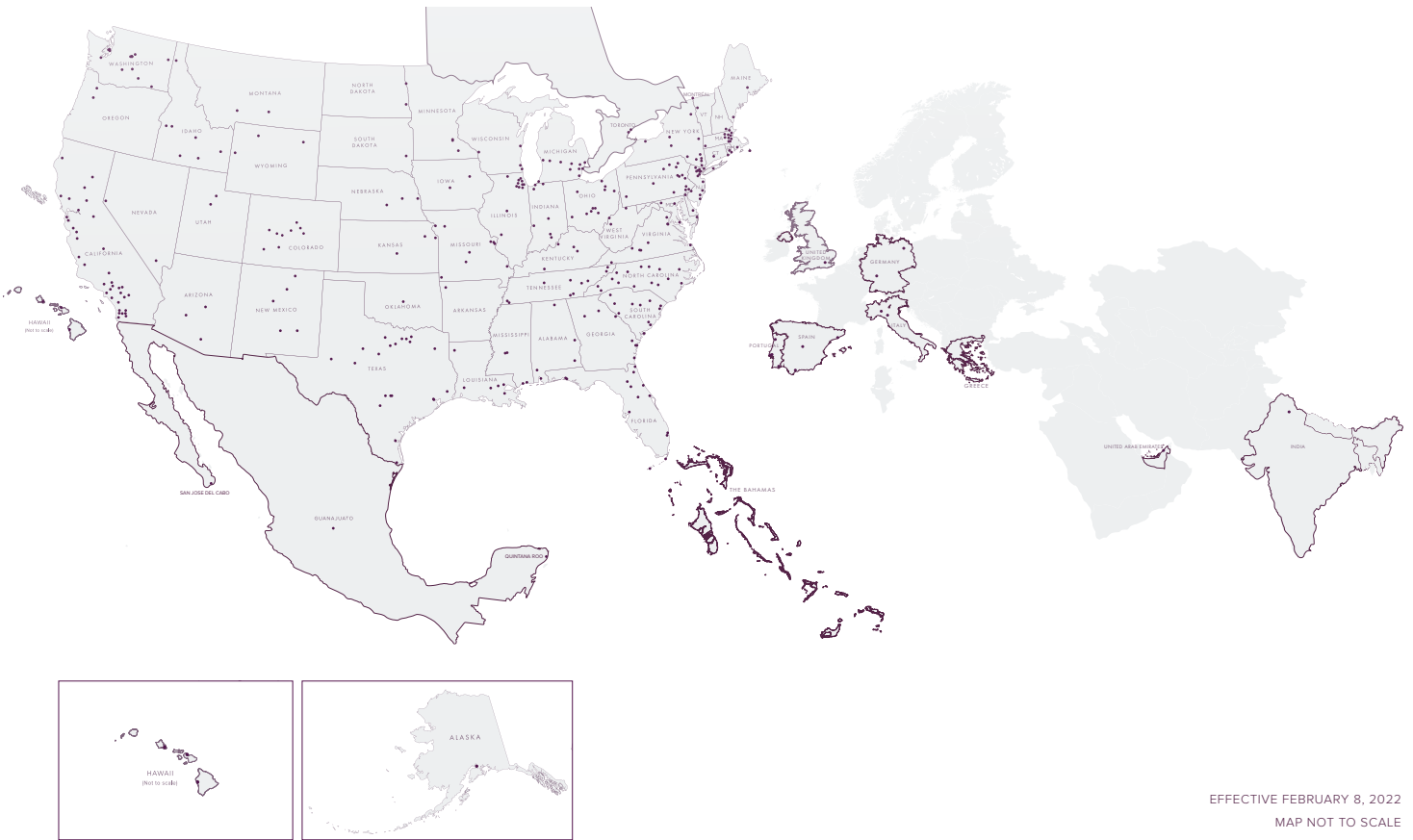
world's most admired companies. Our powerful Global Network Platform equips our agents to work in a world that is mobile, online and social, complementing our deep industry expertise and unmatched business knowledge.



**BERKSHIRE
HATHAWAY**
HomeServices
Chicago

*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

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.



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. February 2022



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



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.6 **FORTUNE**
World's most
admired companies

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

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



**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



BHHS.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



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

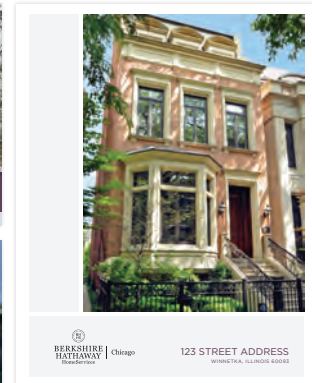
Instant communication of new listings, open houses and updates.

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.



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.

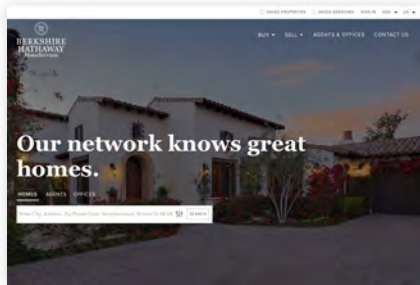
INTOUCH | AGENT APP

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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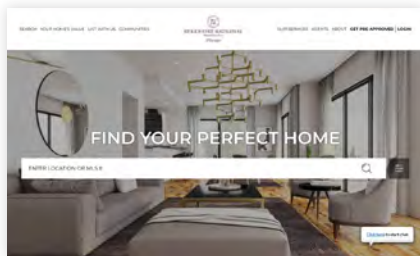
DIGITAL REAL ESTATE



BHHS.COM

A global destination for home buyers

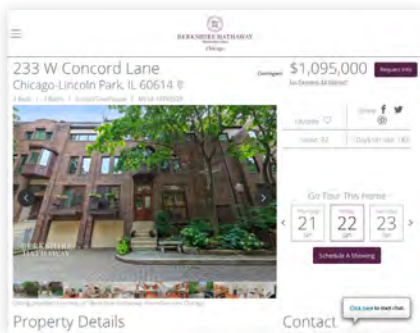
Across the country and around the world, buyers trust the Berkshire Hathaway HomeServices name. Real-time traffic data and Inside Access™ neighborhood and price history reports make this one of the fastest growing home search destinations. Thinking of selling? Estimate your home value based on sophisticated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



BHHSCHICAGO.COM MONTHLY WEB STATS

visits from _____

1,636

_____ cities

LOCATED IN 81 COUNTRIES

visits
originating
from

133

_____ other websites

Top referring countries, excluding USA:

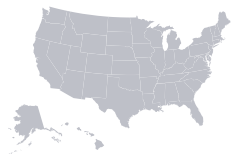
China	Philippines
India	France
Ireland	Germany
Canada	Bangladesh
UK	Netherlands
Sweden	Brazil
Mexico	Ukraine

TOP 10 OTHER WEBSITES SENDING TRAFFIC TO BHHSCHICAGO.COM

1. Newsbreakapp.com
2. Google.com (ad)
3. Google.com
4. m.Facebook.com (mobile)
5. Facebook.com (ad)
6. Google My Business Locations
7. Facebook.com
8. Bing.com
9. Yahoo.com
10. Instagram.com

busiest
day &
time of
the week

**WEDNESDAY
7AM - 9AM**



visits from all

50

United States
& District of Columbia

TOP 10 STATES

1. Illinois
2. Texas
3. Iowa
4. Virginia
5. Washington
6. Wyoming
7. California
8. Indiana
9. Wisconsin
10. Oregon

MOBILE TRAFFIC

31,109

Mobile
Website Visits

51,429

Mobile Pages
Viewed

21,204

New Mobile
Visitors



**BERKSHIRE
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HomeServices

Chicago

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. Through our advertising partnerships, your home will be seen on global network of home, lifestyle and news destinations.



BHHS.COM

BHHSCHICAGO.COM

ZILLOW.COM

YAHOO REAL ESTATE

TRULIA.COM

HOMES.COM

HOMESNAP.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

KIPLINGER

YOUTUBE

ZUMPER.COM

Subject to change. Not all sites support rental listings.



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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.

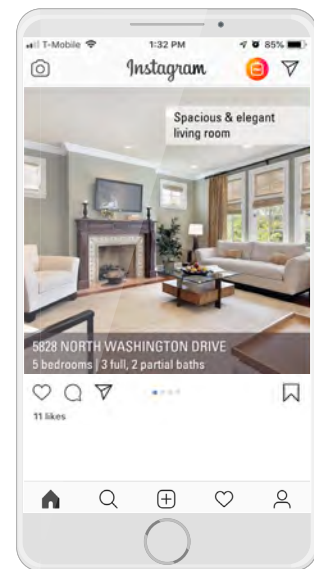
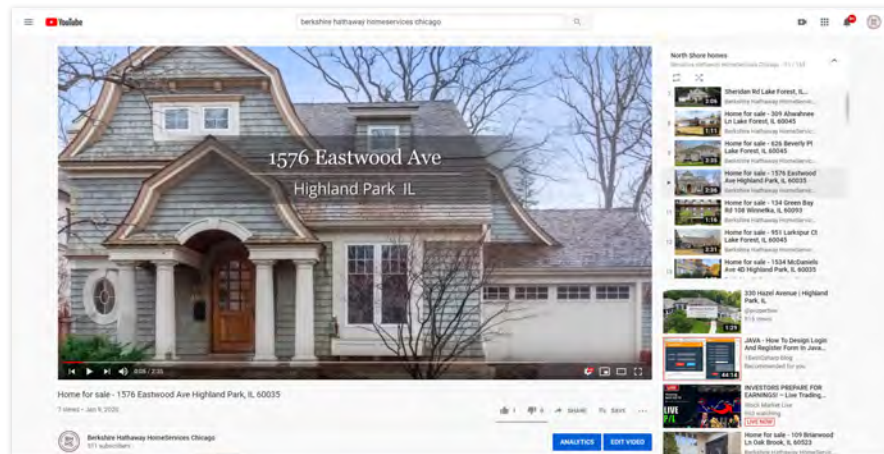
YOUTUBE

Two billion people use YouTube each month. 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.



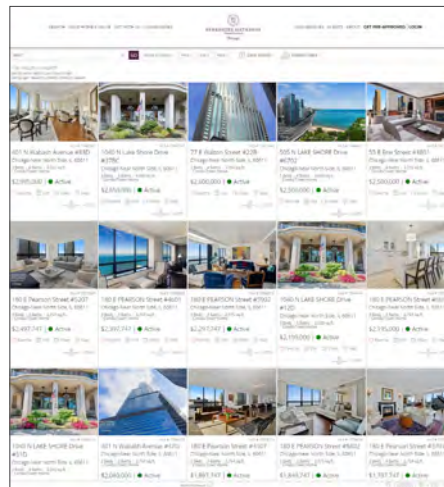
SEE OUR DARE ADS ON FACEBOOK

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



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HomeServices
Chicago

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

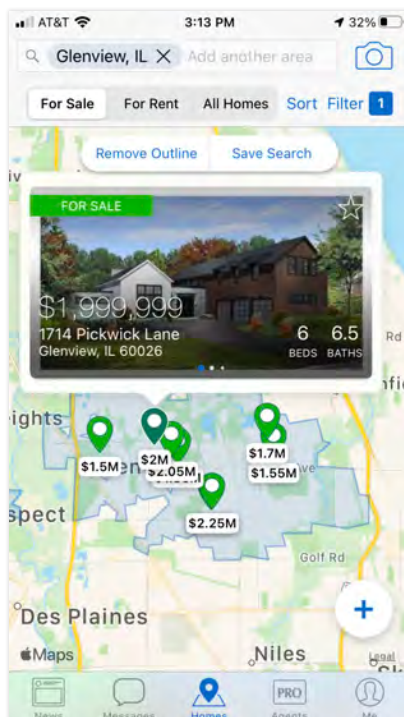
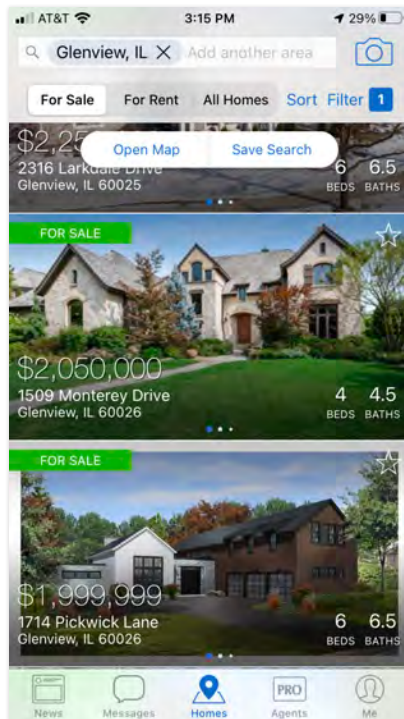
AdWerx uses anonymous online behavioral data to target ads for your home toward local people who are potential buyers, across a network of websites. Daily campaign marketing reports show you the results.

The screenshot shows a weather forecast for Chicago, IL, with a 5-day outlook table. Below the table is a 'STAY SAFE' alert and a 'vineyard vines' advertisement for 'NEW SALE STYLES ADDED UP TO 50% OFF'. The ad features the vineyard vines logo and a 'SHOP NOW' button. To the right of the weather forecast is a 'LOCAL POLLEN ALERT' and a 'BERKSHIRE HATHAWAY Chicago' agent profile card for 'Agent Name' with contact information. Below the agent card is an 'ALMANAC' section with a calendar icon and a link to 'RECORDS & AVERAGES'. At the bottom of the weather section is a 'TODAYS WEATHER' bar with color-coded indicators for RAIN, MIX, SNOW, ICY, SEVERE, and FOG.

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**
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Chicago

WE SPEAK YOUR LANGUAGE

BHHS.COM

BHHS.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 an audience of 4.6 residents of Asia, including 2.6 million high net worth Chinese individuals. 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.



SOURCE: Juwai.com, January 2022

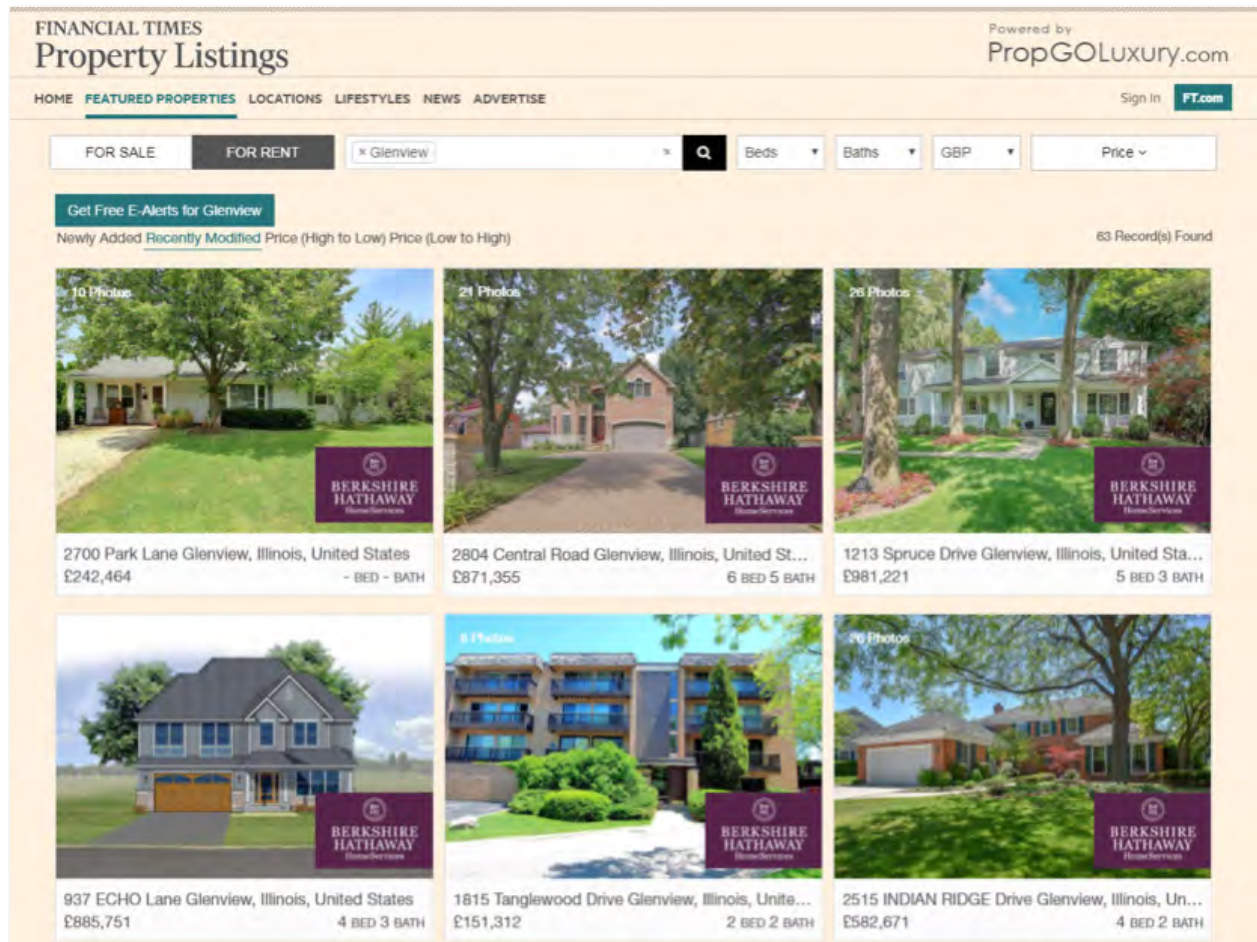
Since 2010, buyers from China have purchased 321,000 homes worth more than 213 billion dollars.

SOURCE: NAR International Transactions in US Residential Real Estate 2021



FINANCIAL TIMES OF LONDON

One of the most important global financial news sources, Financial Times of London has an audience of 960,000 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, 2021. Attached and Detached property types.

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

PATCH LOCAL NEWS

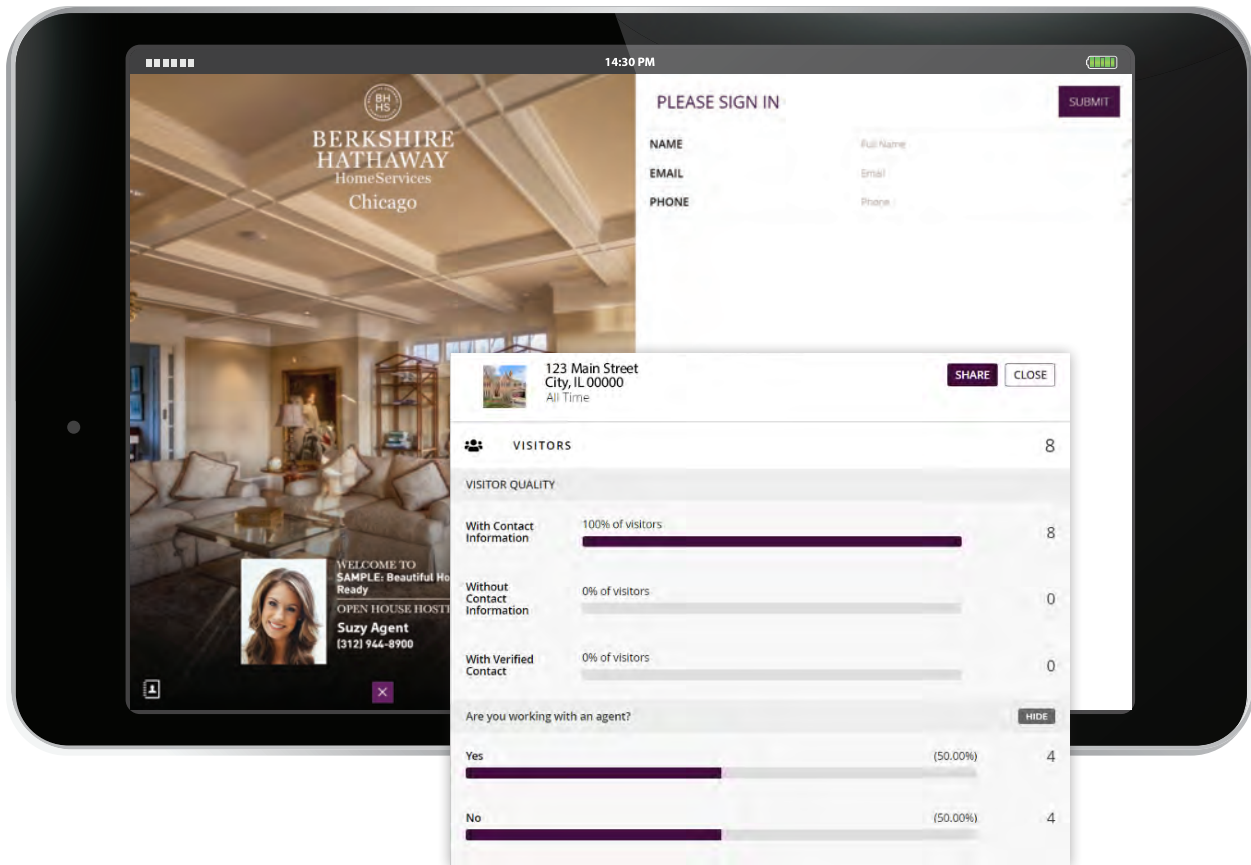
DAILY HERALD

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




680 N Lake Shore Drive 624 (11225560) - Web Traffic Report 1/19/2022








680 N Lake Shore Drive 624
Chicago, IL 60611

\$939,000
ACTV - 11225560
[View Web detail](#)

Listed: 9/21/21




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

Web traffic — Jan 10 - Jan 16, 2022	Last 7 days 1/10/22 - 1/16/22	Last 30 days 12/18/21 - 1/16/22	Cumulative 9/21/21 - 1/16/22	
Most popular real estate sites				
 Realtor.com	detail	24	78	505
	search	748	2,712	22,375
 Zillow.com	detail	118	516	1,817
	search	1,633	5,922	33,642
 Trulia.com	detail	22	71	208
	search	5,991	13,866	32,025
 BHHSChicago.com	detail	4	15	75
	search	34	210	457
 Homes.com	detail	8	12	16
	search	102	202	384

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. Facebook ad data available 6/1/20 and after.

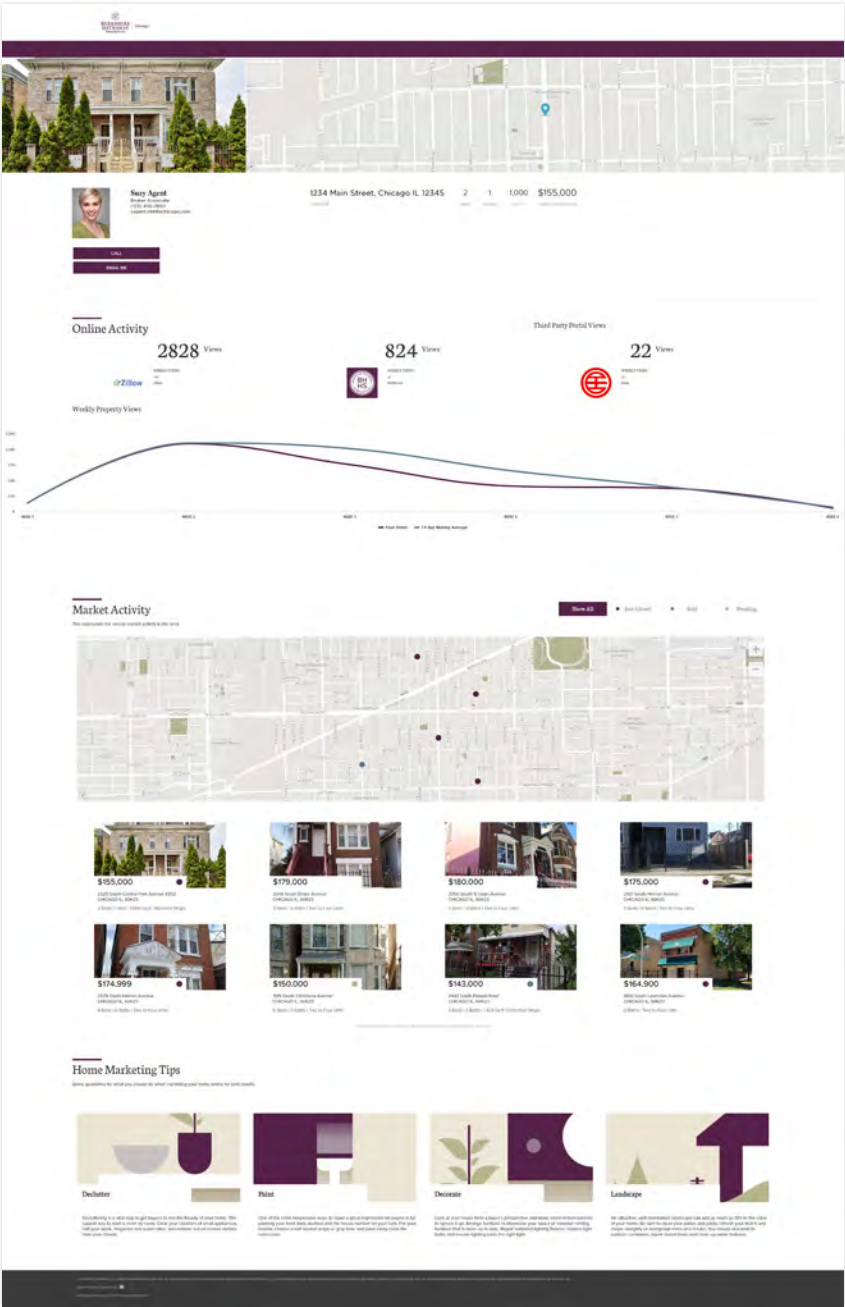
Weekly total detail views



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.

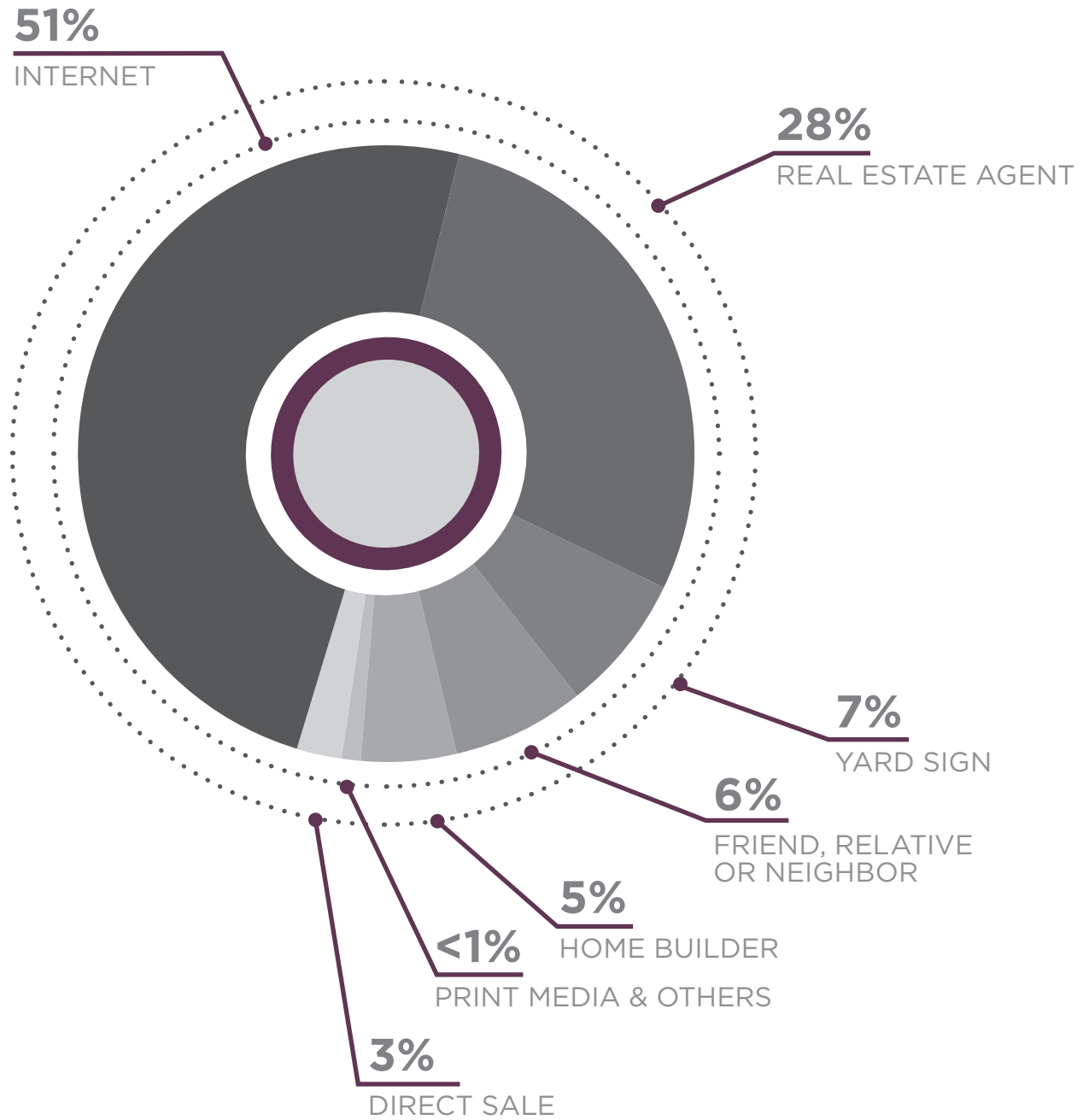
SELLER ACTIVITY REPORT



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

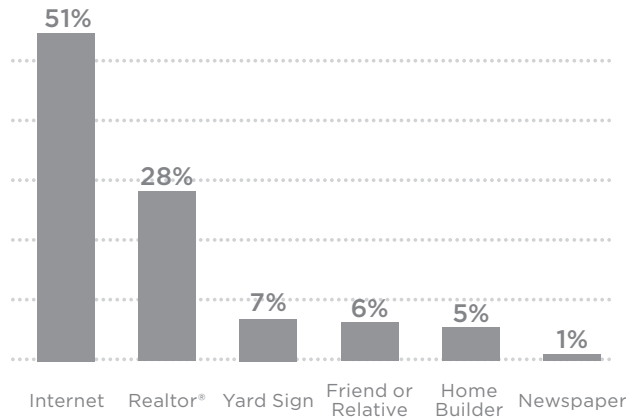


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*Source: 2021 The National Association of Realtors® Profile of Home Buyers and Sellers.

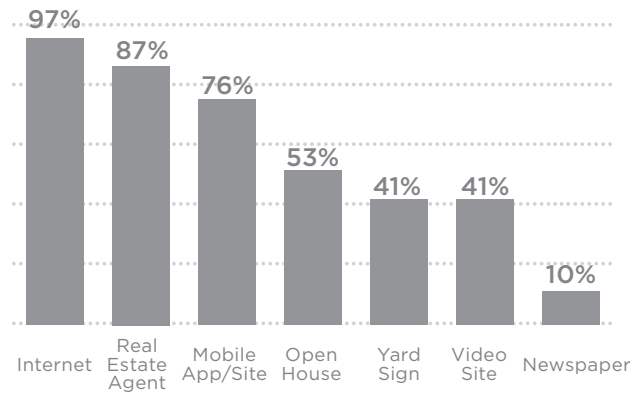
WHERE BUYERS FIND HOMES

How Were You Introduced to the Home You Ultimately Purchased?



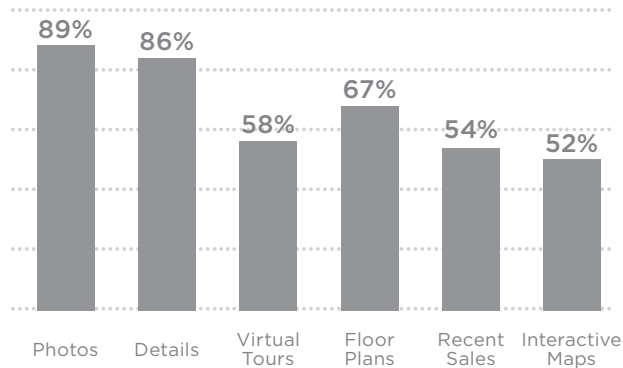
WHERE BUYERS GET INFORMATION

Information Sources Used In Home Searches Nationally



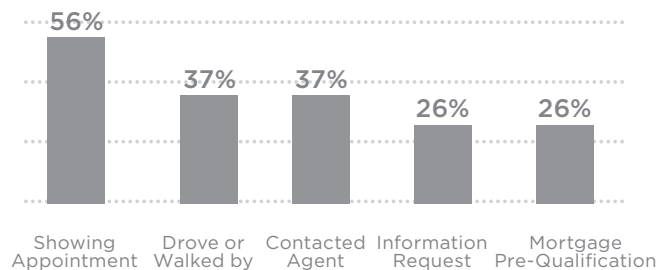
THE MOST USEFUL INFORMATION

Website content that is very useful to buyers



ONLINE SEARCH LEADS TO BUYER ACTION

Actions Taken From Internet Search



A SUCCESSFUL SALE

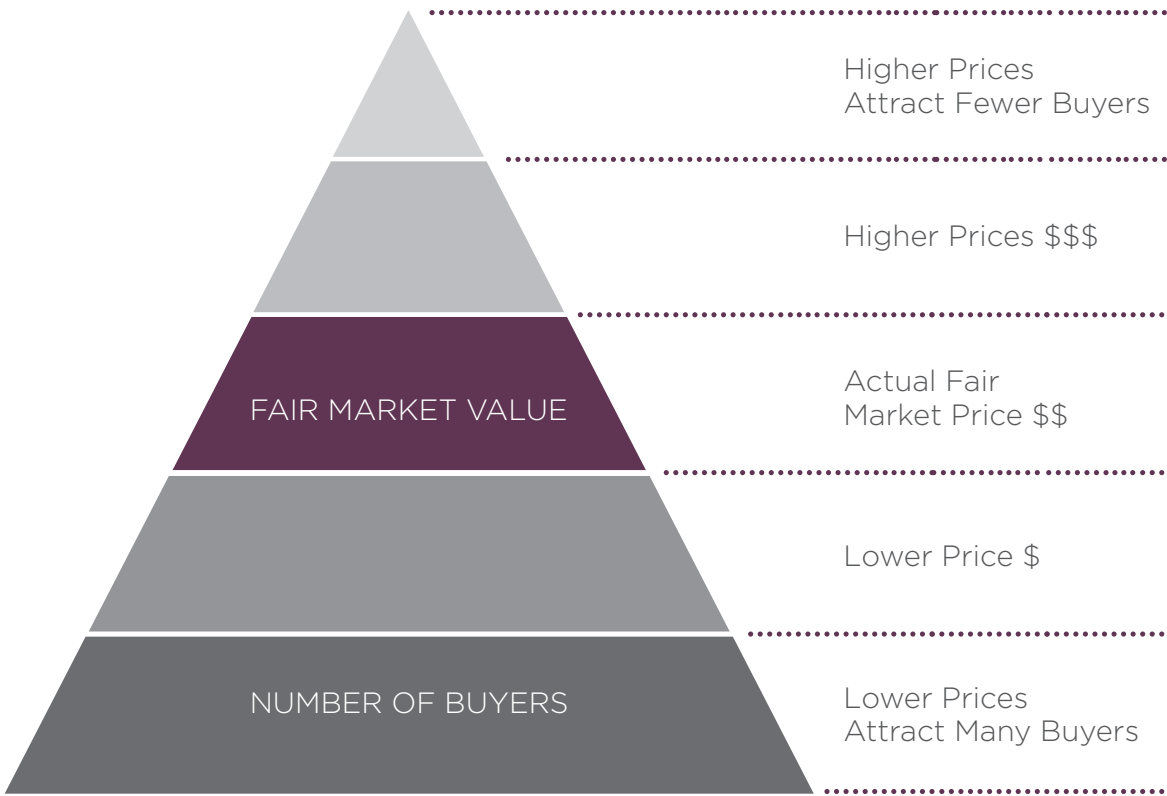


**BERKSHIRE
HATHAWAY**
HomeServices
Chicago

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

