



Move Confidently.

BHHSChicago.com

Berkshire Hathaway HomeServices Chicago



WELCOME

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.

With strong, local leadership and the resources of a national real estate powerhouse, our name stands for unquestioned financial strength and smart business decisions.

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.

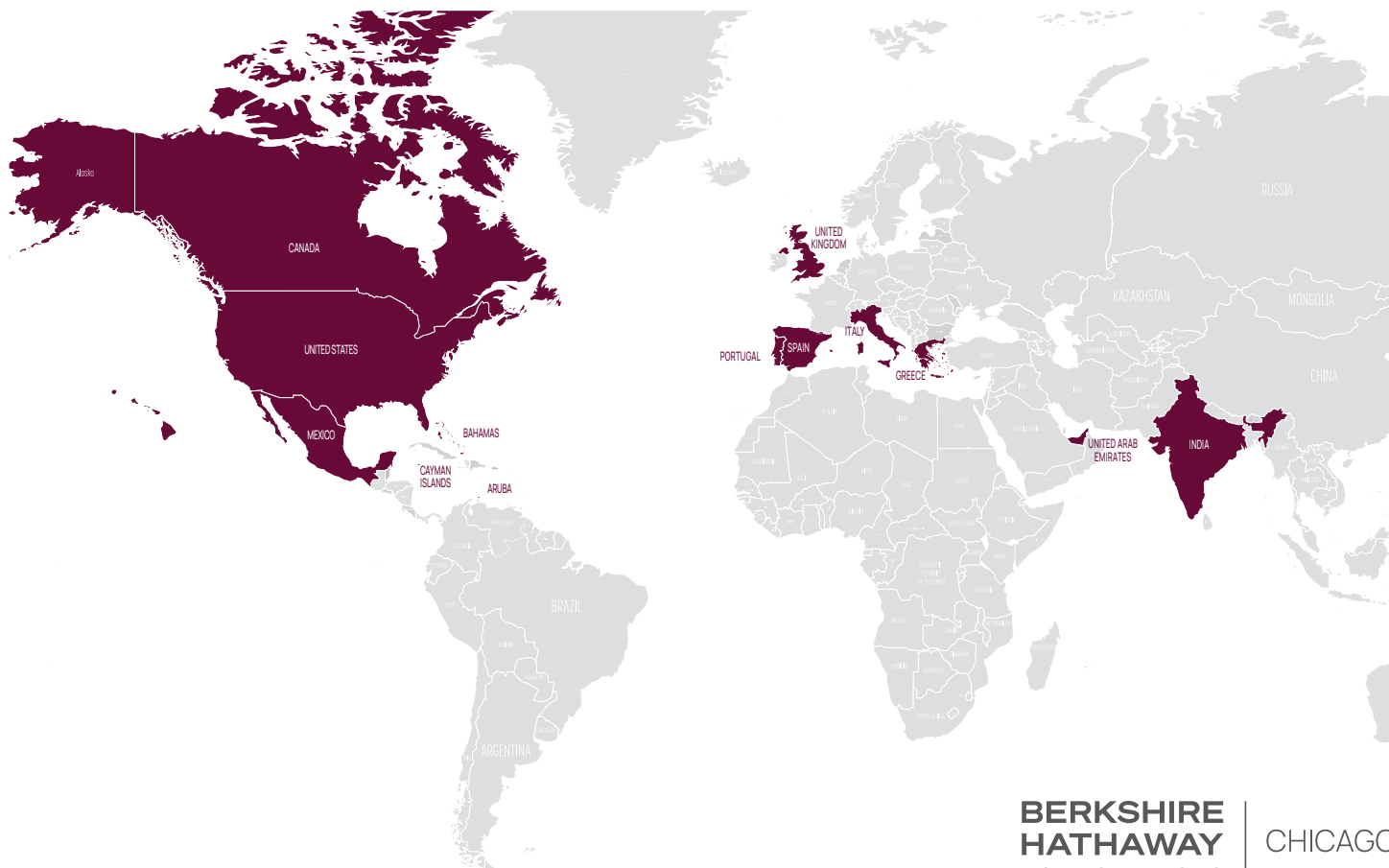
GLOBAL REACH

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.

A NETWORK OF OPPORTUNITY

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



*November 2023




#1

TOP WORKPLACE CHICAGO 2023

*Chicago Tribune Top Workplaces,
Top 3 large companies, 2019-2023

Move Confidently.



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.

Overall Satisfaction

97

Recommendation Rating

99

Performance Rating

99

* Real Satisfied consumer response data for Berkshire Hathaway HomeServices Chicago closed transactions. December 2023



#1

HOMEOWNERSHIP SERVICES PROVIDER REAL TRENDS 2023

 **Prosperity**
HOME MORTGAGE®

 **HOMESERVICES**
INSURANCE

FORTDEARBORN
TITLE

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@FDTtitle.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

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.4

FORTUNE

World's most
admired companies

No.1

FORBES

World's largest
public companies

No.7

FORTUNE

Fortune 500
US Companies

*Fortune – World's Most Admired Companies 2023 **Fortune 500 US Companies
***Forbes – Global 2000, 2022

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
Stunning 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
A website 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

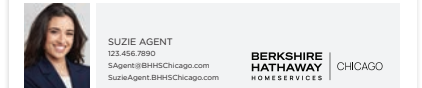
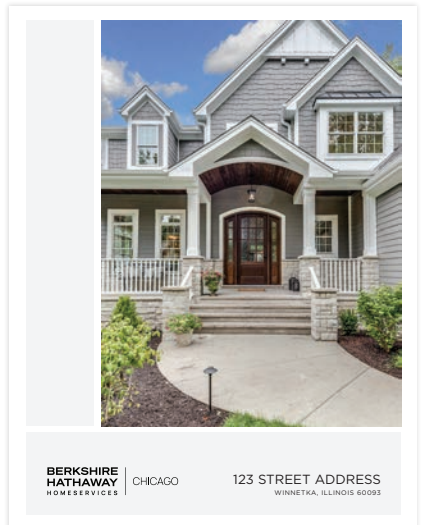
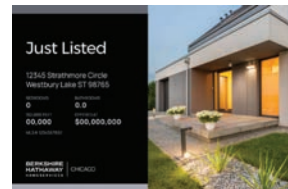
Instant communication of new listings, open houses and updates.

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 1,300 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 workforce 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.



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. A mobile-ready experience with large photos, property details, neighborhood and price history 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 half a million visits each year. Intuitive search, detailed maps and filters transform listing data into home finding intelligence.



PROPERTY WEB ADDRESS

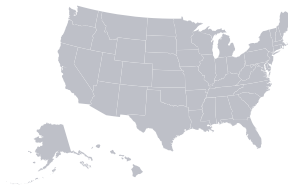
Your online address is the focal point of our marketing

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

TOP REFERRING COUNTRIES, EXCLUDING USA:

India	Canada
Brazil	Russia
Singapore	Sweeden
China	Germany



visits from all

50

United States
& District of Columbia

TOP 10 STATES

Illinois
Virginia
Texas
Iowa
Washington
Wyoming
California
Wisconsin
Ohio
Indiana

Mobile Traffic

15,545

website visits

12,987

new visitors

TOP WEBSITES SENDING TRAFFIC TO BHHSCHICAGO.COM

1. Google.com (organic)
2. m.Facebook.com (mobile)
3. Google.com (ad)
4. Facebook.com (ad)
5. Google My Business Location
6. Facebook.com

busiest day of the week

WEDNESDAY

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 a 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

PR OPPORTUNITIES

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.

Subject to change. Not all sites support rental listings.

**BERKSHIRE
HATHAWAY**
HOMESERVICES

CHICAGO

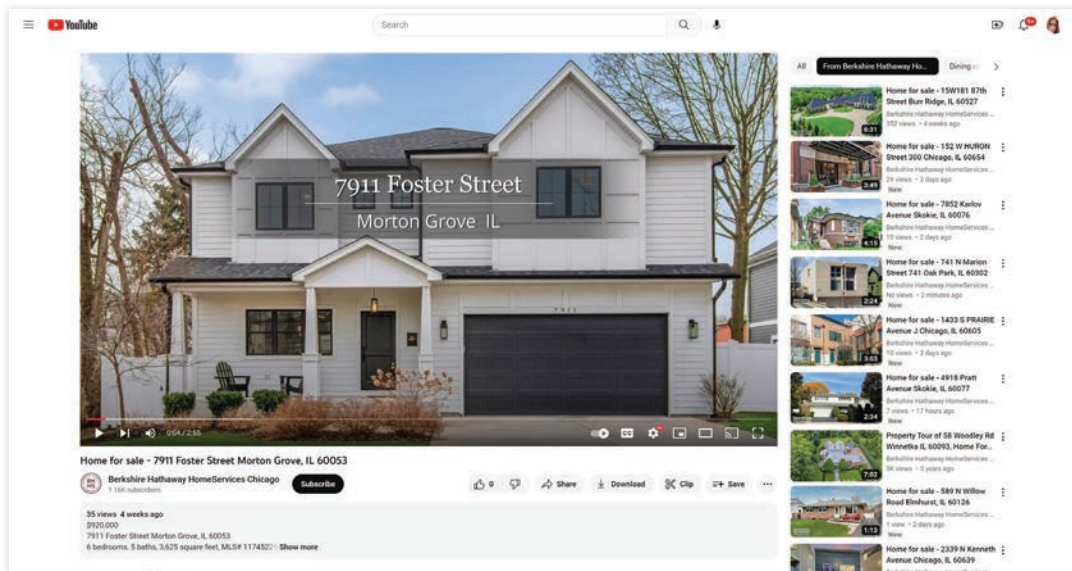
YOUTUBE & INSTAGRAM VIDEOS

VIDEO

Our automated marketing systems put your property video on YouTube and create 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.

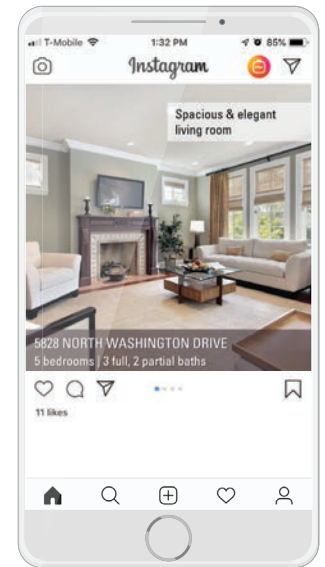


INSTAGRAM

Instagram is one of the fastest growing social sites, with more than 2.6 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.

SOURCES: YouTube.com and Instagram.com, April 2023



CHALK DIGITAL LISTING LAUNCH ADS

We make digital advertising brilliantly simple.

Berkshire Hathaway HomeServices Automated Listing Program powered by CHALK Digital combines the network's existing marketing platform with innovative technology to automate digital branding and listing ads.

- Ads are automatically created for new residential listings
- Shown to potential homebuyers in a 15 mile radius for one week
- Displayed on premium websites, social media and mobile apps
- Retargets visitors to keep your home in front of interested buyers



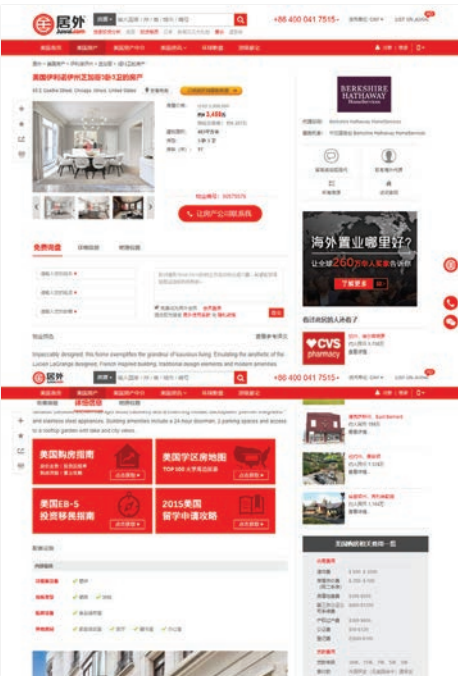
WE SPEAK YOUR LANGUAGE

BHHS.COM

BHHS.com reaches more than one million users from around the world each month. New multilingual search features and pricing conversion for more than 45 currencies help 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.



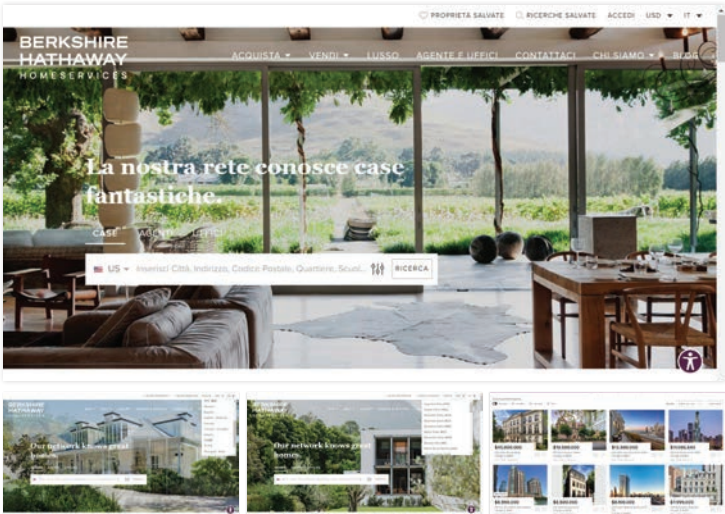
SOURCE: Juwai.com, April 2023

FINANCIAL TIMES OF LONDON

One of the most important global financial news sources, FT.com has an audience of 22.5 million monthly readers worldwide. 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, 2023. Attached and Detached property types.

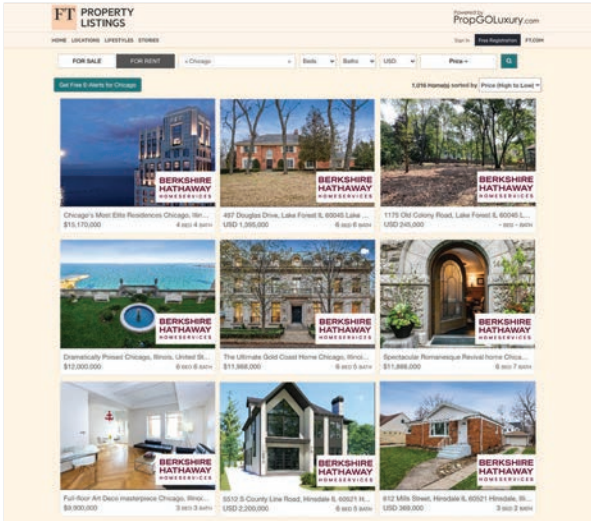


JUWAI.COM

Advertising on Juwai.com reaches an audience of 4.6 billion residents of Asia and 12.9 million customers searching for properties through Juwai. 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.

Last year, buyers from China purchased \$6.1B of homes in the U.S., up 30% from the previous year.

Source: NAR International Transactions in US Residential Real Estate 2022



LISTING UPDATES EDGE REPORT

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

Our Edge Report provides a weekly detailed report of web traffic on the most popular real estate destinations. You'll see how many people are finding and viewing your home.


EDGE REPORT

BERKSHIRE HATHAWAY HOMESERVICES

CHICAGO

7911 Foster Street (11745229) - Web Traffic Report

4/26/2023



7911 Foster Street


Morton Grove, IL 60053

\$920,000

CTG - 11745229

View Web detail

Listed: 3/25/23



Suzy Agent

123-456-7890

sagent@bhhschicago.com

Web traffic — Apr 17 - Apr 23, 2023

Last 7 days

4/17/23 - 4/23/23

Last 30 days

3/25/23 - 4/23/23

Cumulative

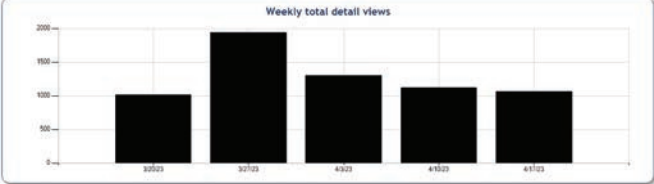
3/25/23 - 4/23/23

Most popular real estate sites

	Realtor.com	detail	221	1,220	1,220
		search	5,135	32,201	32,201
	Zillow.com	detail	797	4,609	4,609
		search	8,113	51,418	51,418
	Trulia.com	detail	46	601	601
		search	4,747	27,803	27,803
	BHHSChicago.com	detail	3	11	11
		search	12	96	96

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



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.

BERKSHIRE HATHAWAY HOMESERVICES

CHICAGO

BUY

SELL

AGENTS & OFFICES

CONTACT US

BLOG


1234 Main Street, Chicago IL 12345

2

1

1,000

\$155,000



Suzy Agent

123-456-7890

sagent@bhhschicago.com

1234 Main Street, Chicago IL 12345

2

1

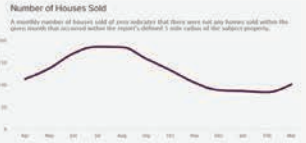
1,000

\$155,000

Market Trends

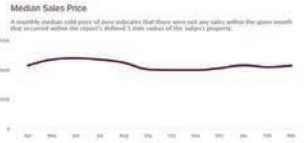
Number of Houses Sold

A monthly median number of houses sold in your neighborhood that there were not any houses sold within the given month that occurred within the report's defined 1 mile radius of the subject property.



Median Sales Price

A monthly median sales price of houses sold in your neighborhood that there were not any sales within the given month that occurred within the report's defined 1 mile radius of the subject property.



Demand Funnel

37,443,044

Online activities in U.S.

1,051,384

Online activities within a 1 mile radius of 1234 Main St.

Buyer Stats

Median Price Range

Median Price Range

Median Price Range

By Bedroom

By Bedroom

By Bedroom

By Location

By Location

By Location

Market Activity

Show All

Just Listed

Sold

Pending

This represents the most recent market activity in the area.

Property Types

Price Min

Price Max

Bedrooms Count

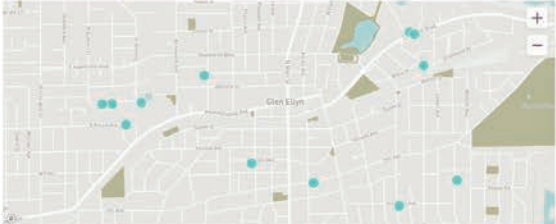
Bathrooms Count

Max Listing Area

15000 SF

10 miles

Update Results



\$1,200,000

1000 Sq Ft

3 Beds / 2 Baths

1000 Sq Ft

3 Beds / 2 Baths

\$1,369,000

1200 Sq Ft

3 Beds / 2 Baths

1200 Sq Ft

3 Beds / 2 Baths

\$1,392,500

1400 Sq Ft

3 Beds / 2 Baths

1400 Sq Ft

3 Beds / 2 Baths

\$1,125,000

1100 Sq Ft

3 Beds / 2 Baths

1100 Sq Ft

3 Beds / 2 Baths

\$1,300,000

1300 Sq Ft

3 Beds / 2 Baths

1300 Sq Ft

3 Beds / 2 Baths

\$1,425,000

1500 Sq Ft

3 Beds / 2 Baths

1500 Sq Ft

3 Beds / 2 Baths

\$1,212,500

1200 Sq Ft

3 Beds / 2 Baths

1200 Sq Ft

3 Beds / 2 Baths

\$1,200,000

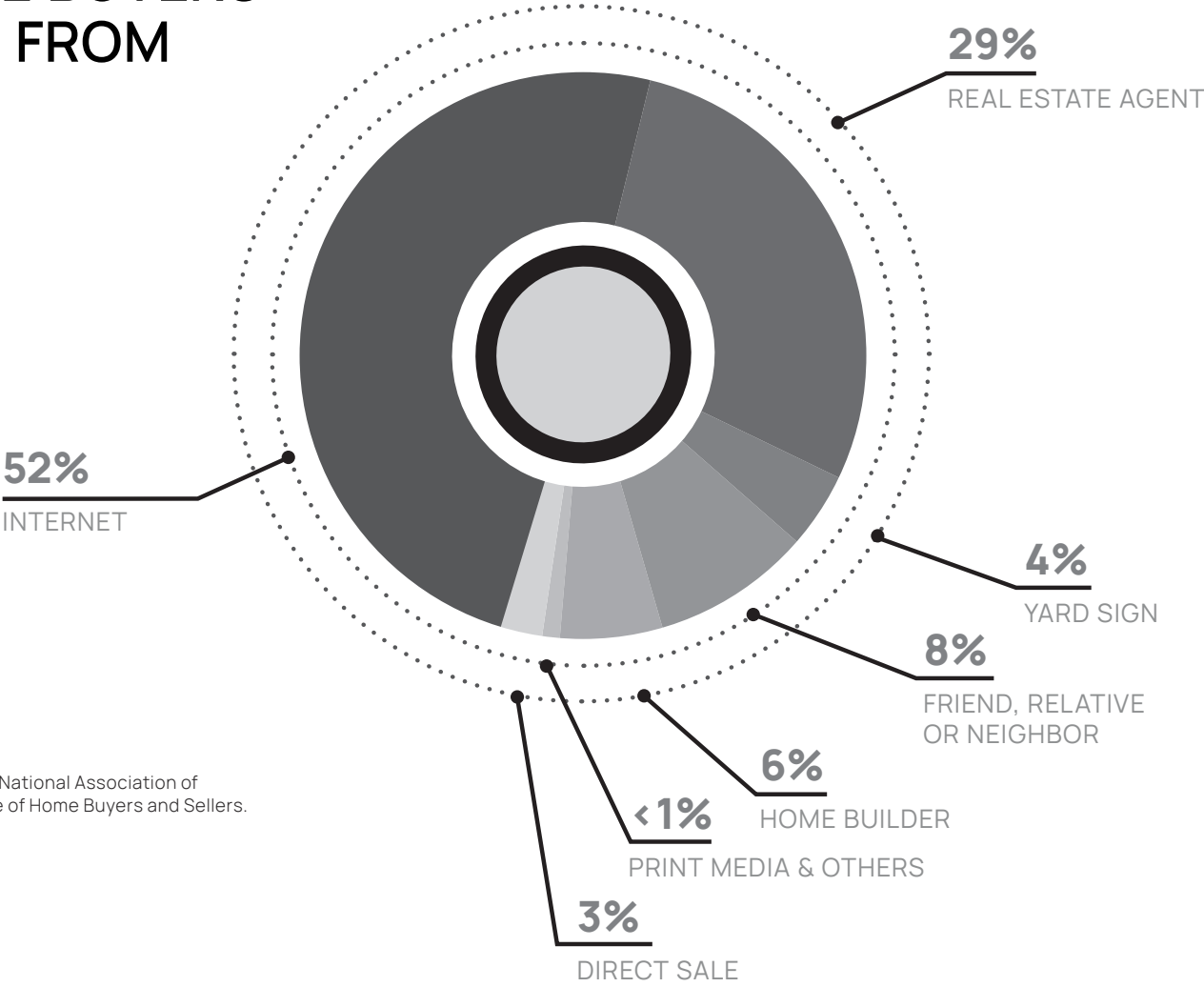
1100 Sq Ft

3 Beds / 2 Baths

1100 Sq Ft

3 Beds / 2 Baths

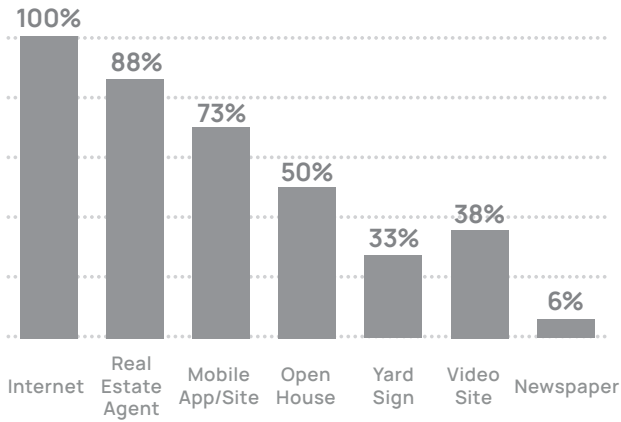
WHERE BUYERS COME FROM



*Source: 2023 The National Association of REALTORS® Profile of Home Buyers and Sellers.

WHERE BUYERS GET INFORMATION

Information Sources Used In Home Searches Nationally



THE MOST USEFUL INFORMATION

Website content that is useful to buyers

