



# Your Team

## MARIO GRECO

FOUNDER

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Born and raised in Chicago, Mario Greco came to real estate by way of engineering and law. He graduated with honors from both Northwestern University (with degrees in Chemical Engineering and Environmental Engineering) and Boston University School of Law. He practiced law for several years at Jones Day and Kirkland & Ellis in Chicago in their Intellectual Property Litigation departments. While practicing law full time, he started his own real estate brokerage firm and sold an average of \$9M worth of real estate a year on a part-time basis. Since then, Mario's business has grown significantly while partnering with companies such as Century 21 Sussex & Reilly, Prudential Rubloff Properties and Berkshire Hathaway HomeServices KoenigRubloff Realty Group, now known as Berkshire Hathaway HomeServices Chicago.

Throughout his career, Mario has consistently proven to be a top producer. He has been recognized as being in the top 1% of Chicago Realtors® every year since he started selling real estate in 2002, and his total sales have already amounted to nearly \$2 BILLION. Mario and The MG Group have been ranked Top 50 in the Nation every year by The Wall Street Journal since 2011, have been recognized as a Notable Residential Broker of 2019 by Crain's Chicago Business, and awarded Best Team of 2019 by Chicago Agent Magazine. Mario has been



Chicago's top producer in key neighborhoods over the years such as Lincoln Park, Lakeview, Lincoln Square, Andersonville, Edgewater, Wrigleyville, Irving Park and Old Irving Park, Avondale, Sheridan Park, Buena Park, Uptown, Ravenswood, Roscoe Village, St. Ben's, North Center, and Bucktown/Wicker Park.

As the founder and leader of The MG Group at Berkshire Hathaway HomeServices Chicago, Mario oversees all pricing strategy, marketing plans and buyer/seller negotiations for all Group clients, and ensures that the Group operates with market-leading expertise and optimum efficiency. He is proud of The MG Group's widespread recognition for their unique ability to deliver both speed and value to their clients throughout every real estate transaction.

## HAAKON KNUTSON

DIRECTOR OF SALES

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J. Haakon Knutson has been a pivotal member of The MG Group since 2011 and has been instrumental in the Group's expansion and rise to the very top of the Chicago real estate market. He is a Chicago native with an extensive background in real estate sales, leasing, marketing and management. As the son of a residential architect, Haakon came to appreciate the tangible and personal aspects of real estate at an early age which have served him well throughout his professional career. Haakon graduated from DePauw University in Indiana and attended Loyola University School of Law where he received his law degree. Several years after law school he started a full-service real estate management company for both residential and commercial properties.

Haakon is a licensed IL attorney and is still active in the management field, bringing a wide breadth of real estate experience and knowledge to the table. As a result, he is The MG Group's Director of Sales and works closely with the Group's Sales and Marketing agents to continually provide clients with a streamlined and unparalleled selling/buying experience. Haakon and his wife live in Lincoln Park and enjoy traveling and spending time with family and friends.



## SAM STEWART

SALES CONSULTANT

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Sam was born and raised in Chicago and the near western suburbs. He joined the MG Group in 2015 bringing over 5 years of commercial and residential sales and leasing experience. Working in a wide range of roles in the real estate industry gives Sam great insight as to how to best assist clients. Sam graduated from Clemson University with a degree in Financial Management with a concentration in real estate.

Sam lives with his wife and dog in Lincoln Park, just a few blocks from the house he grew up in. In his free time he enjoys taking advantage of the many restaurant options the city has to offer.



# The MG Group

Our mission is to lead every client's real estate transaction with unparalleled levels of expertise and efficiency. Our impressive talent, team structure, streamlined operations, and depth of experience uniquely enable us to go above and beyond for every client and at each step in the process.

## THE MG GROUP

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# Accolades & Press

**#1 CITY BROKER IN LISTINGS SOLD IN CHICAGO**

Real Data: Chicagoland & Cook County Top Producers | 2018 & 2019

**CRAIN'S 2019 NOTABLE RESIDENTIAL**

**REAL ESTATE BROKERS**

Crain's Chicago Business | 2019

**WHO'S WHO IN CHICAGO REAL ESTATE**

Chicago Agent Magazine | 2011, 2015-2016, 2018-2019

**BEST TEAM: THE MG GROUP**

Chicago Magazine | 2019

**FIVESTAR PROFESSIONAL REAL ESTATE AGENT**

Chicago Magazine | 2013-2015, 2017-2019

**#2 RESIDENTIAL REAL ESTATE AGENT IN ILLINOIS**

Real Trends The Thousand as advertised in The Wall Street Journal | 2014 & 2017

**#1 RESIDENTIAL REAL ESTATE AGENT IN ILLINOIS**

Real Trends The Thousand as advertised in The Wall Street Journal | 2011 & 2013

**TOP 100 TEAMS BY TRANSACTIONS & VOLUME**

Real Trends The Thousand as advertised in The Wall Street Journal | 2011-Present

**RANKED #1 OF CHICAGOLAND TOP 20 AGENTS**

Real Data: Chicagoland & Cook County Top Producers | 2011 & 2013

**TOP 5 BROKER IN RESIDENTIAL SALES**

**VOLUME IN CHICAGO**

Real Data: Chicagoland & Cook County Top Producers | 2011-Present

**100 MOST INFLUENTIAL REAL ESTATE AGENTS**

Real Estate Mastermind & Real Estate Executive Magazine | 2006-Present

# Accolades & Press

**TOP 25 LUXURY BROKER**

Luxe Home 25

**RANKED #8 IN NATIONWIDE NETWORK**

Berkshire Hathaway HomeServices KoenigRubloff Realty Group | 2019

**QUALITY SERVICE CERTIFIED GOLD STATUS AWARD**

QSC & RatedAgent.com | 2017-2018

**ANGIE'S LIST SUPER SERVICE AWARD WINNER**

Angie's List | 2017

**5 CHICAGO AGENTS WHO CAN SELL YOUR HOME FAST**

US News & World Report | 2016

**BEST OF TRULIA TOP AGENT AWARD**

Zillow / Trulia | 2014-Present

**NEA TOP 500 REAL ESTATE MARKETERS IN THE WORLD**

NEA | 2014

**ADVISORY BOARD MEMBER OF TOP AGENT NETWORK**

Top Agent Network

**40 UNDER 40**

Metro Chicago Real Estate | 2008

**COVER STORY: MARIO GRECO  
CLIENT-FOCUSED PHILOSOPHY LEADS TO SUCCESS**

Real Estate Executive Magazine | 2006

**FREQUENT CONTRIBUTOR**

Chicago Business | Curbed Chicago | WGN Radio | Fox News in the Morning



**ANDY BISHOP**  
Contracts and Closings Manager

**LAURA DE LUNA**  
New Business Manager

**THE MG GROUP**  
Berkshire Hathaway HomeServices KoenigRubloff Realty Group

From the times she turned 21, Laura de Luna's father, a Denver Realtor, encouraged her to care in real estate. She worked in hospitality. Thirteen years later, she moved to Chicago with her husband and purchased a home through Mario Greco, founder of The MG Group, the top-tier father's advice and then she, "I asked Mario

for advice about the industry, and he sold me on joining his group," says New Business Manager de Luna. The team has varied backgrounds, which Greco credits as a key to its strength. Greco has worked as an attorney and an engineer, while Director of Sales Haakon Knutson, also an attorney, worked in marketing and

advertising. "I find the tangible and personal nature of real estate to be very satisfying," Knutson says. Contracts and Closings Manager Andy Bishop first honed his customer service skills working at a laundromat. "Strong communication and organizational skills are required for smooth closings," Bishop says. The only teammate who has always worked

**SAM STEWART**  
Senior Sales Consultant

in real estate is Senior Sales Consultant Sam Stewart. "I think anytime you get to know your client and what makes them tick, it makes your job easier," Stewart says. The backgrounds and talents of the team members have combined to make Greco and The MG Group the city's top team in various areas, from Lakeview to Bucktown and

**MARIO GRECO**  
Founder

throughout more than a dozen neighborhoods over the years. Since 2002, Greco has ranked in the top 1 percent of Chicago Realtors. "Our clients love the attention to detail and responsiveness we provide," he says. "They often describe us as a 'well-oiled machine.'" Despite a declining market, his group increased its average sale price in 2018 and

**HAAKON KNUTSON**  
Director of Sales

ended the year as the top full-service team in Chicago in number of listings sold. Extremely organized and able to quickly prioritize and delegate, Greco has an innate ability to read people and anticipate. "That's an underrated skill that all successful business owners possess," he says.



**SHANI SHTERN**  
Broker

**CYRUS SERAJ**  
Broker

**J. HAAKON KNUTSON**  
Director of Sales

**MARIO GRECO**  
Founder

**THE MG GROUP**  
Berkshire Hathaway HomeServices KoenigRubloff Realty Group

What do you get when you form a team with four lawyers and one marketing manager, all turned Realtors? You get a team that has closed more than \$1.5 billion in deals since 2002. The MG Group consists of more than two dozen successful and to-be working around the clock throughout the Chicago land area. Pictured are lawyers-turned-brokers Mario

Greco, Cyrus Seraj, J. Haakon Knutson, as well as former marketing manager Shani Shtern. They strive everyone from first-time homebuyers to empty-nesters seeking new construction, luxury homes, condos, single-family homes, rentals, and investment properties. Leading his team to success, Greco ended 2017 as the No. 2 agent in all of

Chicago and placed in the top 5 in multiple neighborhoods. "Our clients love the attention to detail and responsiveness that my group and I provide," Greco says. Extremely organized, Greco is able to quickly prioritize and delegate tasks. "I also have an innate ability to read people and quickly

adapt my interaction with them based on my initial impression," he says. "I think that is an underrated skill that all successful business owners possess. Without the first two, one cannot run a successful business." As founder of The MG Group, Greco oversees strategy, negotiations, and ensures that they operate with market-leading expertise. Greco is a board member of the Chicago Top Agent Network and a member of a CFC Certified Broker. He also supports the Evans Schickel Foundation.

Knutson's law degree has been a differentiator in his realty career. "From negotiating contracts to navigating complex transactions, being a legal background has proved invaluable in all fronts," he says. An innate empathy for others has been instrumental to Seraj's success. The ability to place myself into the shoes of my clients allows me to connect with them on a meaningful level and to protect their interests," he says. What's more, his background in law and financing enables him to relate well with other parties that represent his clients.

Shtern was a top-4 marketing manager for a Fortune 500 company before becoming a Realtor. "Real estate is not for me," she says. "I am more of a self-starter and come from a family of entrepreneurs." The MG Group has sold numerous properties and represented scores of buyers throughout the Chicago land area. Their mission? To lead every client's transaction with unparalleled levels of expertise and efficiency. Standing a wealth of different backgrounds, they aim to go "above and beyond" for every client.

**CHICAGOAGENT**  
**WHO'S WHO**  
**2016**

**LEIGH COHEN**  
*Sales & Marketing - North Suburbs*  
*The MG Group*  
*Berkshire Hathaway HomeServices KenickRuhoff Realty Group*

**MARISA SANCHEZ**  
*Online Marketing & Social Media Manager*

**MARIO GRECO**  
*Founder*

**PETER XANTHEAS**  
*Sales & Marketing*

**J. HAAGON KNUTSON**  
*Director of Sales*

The Wall Street Journal has perennially ranked The MG Group No. 1 in Illinois for team transactions and placed it among the Top 50 in the U.S. since 2011. With more than \$1 billion in sales since its founding, The MG Group was also recognized as a Top 25 Luxury Broker in Chicago by *Merchandise Mart's LUXEHOME*. "Our goal is to serve all of our clients' needs, be it the best price, location or finish," says founder Mario Greco, an attorney-turned Realtor who launched his real estate career in 2002.

A Chicago native, Mario specialized in intellectual property litigation before establishing a part-time brokerage. Today, The MG Group has 25 professionals - including dedicated office staff - representing buyers and sellers of all property types. Annually recognized among Chicago's Top 1

percent of Realtors since 2002, Mario explains why the team's approach is unrivaled: "Our clients come before everything - including our personal interests - except our families," he says. "Although all agents pay lip service to customer service, we actually provide it with exemplary market knowledge, consistent pricing accuracy, organization, attention to detail, and a 'smile' work ethic. This is why we stand out in the industry."

Director of Sales J. Haakon Knutson agrees, "Clients trust me to handle one of the largest transactions in their lives, which means I owe them 24/7 dedication and attention." Also an attorney, he leverages his negotiation skills and knowledge of contracts to his clients' advantage. "Clients often focus on putting a property under contract without understanding all of the steps involved, but always take time to discuss the inner workings of a

transaction to make sure they're comfortable with our strategy," he explains.

Leigh Cohen also practiced law before transitioning careers. A former real estate attorney, her additional experience in property development and management prepared her for her current role as the brokerage's sales and marketing specialist in the North Suburbs. Her clients typically include families looking to move from the city to a suburb nearby. "It's important that my buyers find the single-family home that fits their lifestyle," Leigh says. "I believe in treating clients like family."

Broker Peter Xantheas' background in design is useful in helping buyers and sellers seize space in city dwellings. A former teacher, he excels at educating clients throughout each transaction. "For a problem solver and I believe every challenge can have a successful outcome," he says, adding

that his clients appreciate his negotiating skills and deep understanding of market trends. Peter considers the variety in his everyday experiences the "spice of life." He is an avid supporter of *FORWARD* charities.

Online Marketing and Social Media Manager Marisa Sanchez brings The MG Group to the online. "My purpose is twofold," she says. "I strategically market our listings to new markets and to attract potential buyers, and I also give exposure to the array of services our talented team provides." Marisa publishes and curates MG's weekly blog posts, promotes the company on social media, and maintains website content. "All of us here at The MG Group want to leave a lasting impression," she says, "and I love that I get to create one for us that's positive and long-term."

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**DISCOVER** | 2016 REAL ESTATE TOP 50 IN NORTH SUBURBS | 26

**MARIO GRECO, J. HAAGON KNUTSON, JOHN DASDELEHN, ALICE JORDAN & KEVIN FITZGERALD**  
*The MG Group*  
*Berkshire Hathaway HomeServices KenickRuhoff*

With more than \$1 billion in sales since its founding, The Wall Street Journal has perennially ranked The MG Group #1 in Illinois in team transactions and among the Top 40 in the U.S. since 2011. Recognized as a Top 25 Luxury Broker in Chicago by *Merchandise Mart's LUXEHOME*, the firm and its people strategically execute each transaction to ensure a streamlined process from start to finish. "Our goal is to serve all of our clients' needs, no matter the price point, location or timeframe," says founder Mario Greco, an attorney-turned Realtor who uniquely used his legal and engineering expertise to launch his real estate career in 2002.

A Chicago native, Mario specialized in intellectual property litigation before deciding to establish a part-time brokerage. Today, The MG Group boasts a team of 25 professionals - including dedicated office staff - who specialize in representing buyers and sellers of all types of property. Annually recognized among Chicago's Top 1% of Realtors since 2002, Mario explains that the value he and his colleagues attribute to every client makes their approach to the industry unrivaled. "Our clients come before everything - including our personal interests - except our families," he says. "Although all agents pay lip service to customer service, we actually provide it with exemplary market knowledge, consistent pricing accuracy, impeccable organization, and attention to detail and a 'smile' work ethic - this is why we stand out in the industry."

Director of Sales J. Haakon Knutson agrees, "A client entrusts me to handle one of the largest transactions in their life, which means I owe them 24/7 dedication and attention." Also a lawyer, he leverages his ability to effectively negotiate contracts to his clients' advantage. "Clients often focus on putting a property under contract without understanding all of the steps involved, but always take time to discuss the inner workings of a transaction to make sure they're comfortable with our strategy," he explains. In addition, his leadership role provides the ideal opportunity to successfully coach MG Group agents so that they, their clients and the Group realize the kind of winning results they all desire.

John Dasdelehn, an MG Group Sales & Marketing professional, draws on his management experience to both deliver results for his clients and build lasting relationships. Home, commercial showings and negotiate offers, all of which contributed to the MG Group's success since 2011. This included what he considers as his greatest professional achievement: building for a developer, which led us to sell out the entire building in less than two weeks.

Colleague Alice Jordan, following in the footsteps of her family's success in the industry, decided to pursue a real estate career in 2010 when the industry was in the depths of a recession. "I was inspired by the success and accomplishment of my family and wanted to do the same," she says. "I was fortunate to have a mentor who understood both the business and human elements of real estate. "Being an effective negotiator, she points out, adding that a sense of humor helps bridge communication gaps.

Kevin Fitzgerald, a former real estate investor, dedicates his talents exclusively to buyers, which he represents for The MG Group because he desires "immense satisfaction from helping someone realize their goals and dreams." He describes his greatest professional achievement as a client's decision to come back again and again, like the current client for whom he led both his first MG Group transaction, and closed his first short sale purchase. While he realizes that a property purchase can be as complex as it is stressful, he recognizes that everyone involved in a real estate transaction plays a pivotal role in its ultimate outcome. "We have a goal to get the job done, to get it done well and to help make everyone involved happy. If we all work well together, then everyone wins."

**CHICAGOAGENT**  
**WHO'S WHO**  
**2015**

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**DISCOVER** | 2016 REAL ESTATE TOP 50 IN NORTH SUBURBS | 26

# Our Network



## BERKSHIRE HATHAWAY HomeServices Chicago

As a part of the Berkshire Hathaway HomeServices Chicago, you can count on us for personal service and integrity that will translate into results.

Here at Berkshire Hathaway HomeServices Chicago, previously named Berkshire Hathaway HomeServices KoenigRubloff Realty Group, we pride ourselves at being on the forefront of the real estate industry by leading in customized approaches and technology.

Starting in 1930, the Koenig and Rubloff names have been a part of the Chicago area real estate landscape consistently providing high quality representation and outstanding service to generations of home buyers and sellers. Utilizing a business model of strong, local leadership backed by national resources, has created a brokerage that precisely meets the needs of our market. Our affiliation with the

Berkshire Hathaway HomeServices network gives us international alliances with pre-eminent brokerages. The Berkshire Hathaway name stands for unquestioned financial strength and smart business decisions.

Combined with market knowledge and hard work, our brokers utilize an impressive array of sophisticated technology tools to achieve your goals. Additionally, our brokers have access to a comprehensive suite of real estate services including Fort Dearborn Title, Fort Dearborn Insurance, and Wells Fargo Home Mortgage. We look forward to serving your needs and giving you the luxury of personalized service every step of the way.



Brookfield Relocation is one of the largest relocation service providers with offices on 5 continents. They offer a full suite of domestic and international services for corporate and government clients.



HomeServices Relocation a wholly-owned subsidiary of HomeServices of America, a Berkshire Hathaway affiliate and the second largest provider of integrated real estate services and premier family of relocation experts, real estate sales associates and brokerages in the nation.



Fort Dearborn Title, a division of Berkshire Hathaway HomeServices Realty Group, provides title services to ensure a smooth closing.  
T 847.853.6000  
CustomerCare@FDTitle.co.



Fort Dearborn Insurance, a division of Berkshire Hathaway HomeServices Group, offers an extensive array of products and services to protect you.  
T 847.853.5300  
CustomerCare@FDInsurance.com



Home Services Lending loan professionals excel at listening to your goals so they can help you select the best financing solution to meet your needs.  
T 312.867.1465



American Home Shield® founded the home warranty industry in 1971 and remains an industry leader.



# What Your Realtor® Does For You

**Based on a list prepared by Belton Jennings, CEO of the Orlando Regional REALTORS® Association.**

Surveys show that many homeowners and homebuyers are not aware of the true value a REALTOR® provides during the course of a real estate transaction. The list here is just a baseline since the services may vary within each brokerage and each market. Many REALTORS® routinely provide a wide variety of additional services that are as varied as the nature of each transaction.

By the same token, some transactions may not require some of these steps to be equally successful. However, most would agree that given the unexpected complications that can arise, it's far better to know about a step and make an intelligent, informed decision to skip it, than to not know the possibility even existed.

Your agent has a fiduciary responsibility to you at all times and will service your specific real estate needs. You can expect expertise when selling your home, guidance when buying your home, responsiveness, loyalty, disclosure and accounting.

## ADVISES



## NEGOTIATES



## FACILITATES





# The Real Estate Transaction

There are 160 typical actions, research steps, procedures, processes and review stages in a successful residential real estate transaction that are normally provided by full service real estate brokerages in return for their sales commission. Depending on the transaction, some may take minutes, hours, or even days to complete, while some may not be needed.

More importantly, they reflect the level of skill, knowledge and attention to detail required in today's real estate transaction, underscoring the importance of having help and guidance from someone who fully understands the process - a REALTOR®.

## THE PROCESS

We're here to help through every step of the home selling process, but here's a simple breakdown on what to expect through typical transactions:



# The Real Estate Transaction In 160 Steps

## PRE-LISTING ACTIVITIES

1. Make appointment with seller for listing presentation
2. Send seller an e-mail confirmation of listing appointment
3. Review pre-appointment questions
4. Research all comparable currently listed properties
5. Research sales activity for past 12 months from MLS and public records databases
6. Research "Average Days on Market" for this property of this type, price range and location
7. Download and review property tax information
8. Prepare "Comparable Market Analysis" (CMA) to establish fair market value
9. Obtain copy of subdivision plat/complex lay-out
10. Research property's ownership & deed type
11. Research property's public record information for lot size & dimensions
12. Research and verify legal description
13. Research property's land use coding and deed restrictions
14. Research property's current use and zoning
15. Verify legal names of owner(s) in county's public property records
16. Prepare listing presentation package with above materials and email seller prior to listing appointment
17. Perform exterior "Curb Appeal Assessment" of subject property
18. Compile and assemble formal file on property
19. Confirm current public schools and explain impact of schools on market value

## MARKETING APPOINTMENT PRESENTATION

20. Give seller an overview of current market conditions and projections
21. Review agent's and company's credentials and accomplishments in the market
22. Present company's profile and position or "niche" in the marketplace
23. Present CMA Results To Seller, including Comparables, Solds, Current Listings & Expireds
24. Offer pricing strategy based on professional judgment and interpretation of current market conditions
25. Discuss Goals With Seller To Market Effectively
26. Explain market power and benefits of Multiple Listing Service
27. Explain market power of web marketing and social media
28. Explain the work the brokerage and agent do "behind the scenes" and agent's availability on weekends

## The Real Estate Transaction In 160 Steps (cont.)

29. Explain agent's role in taking calls/emails to screen for qualified buyers and protect seller from curiosity seekers
30. Present and discuss strategic master marketing plan
31. Explain different agency relationships and determine seller's preference
32. Review and explain all clauses in Listing Contract & Addendum and obtain seller's signature

### ONCE PROPERTY IS UNDER LISTING AGREEMENT

33. Take additional photos for upload into MLS and use in flyers. Discuss efficacy of panoramic photography
34. Review current title information
35. Measure overall and heated square footage
36. Measure interior room sizes
37. Confirm lot size via owner's copy of certified survey, if available
38. Note any and all unrecorded property lines, agreements, easements
39. Obtain house plans, if applicable and available
40. Review house plans and make copy
41. Order plat map for retention in property's listing file
42. Prepare showing instructions for buyers' agents and agree on showing time window with seller
43. Obtain current mortgage loan(s) information: companies and & loan account numbers
44. Verify current loan information with lender(s)
45. Check assumability of loan(s) and any special requirements
46. Discuss possible buyer financing alternatives and options with seller
47. Review current appraisal if available
48. Identify Home Owner Association manager if applicable
49. Verify Home Owner Association Fees with manager - mandatory or optional and current annual fee
50. Order copy of Homeowner Association bylaws, if applicable
51. Research electricity supplier's name and phone number
52. Calculate average utility usage from last 12 months of bills
53. Research and verify city sewer/septic tank system

## The Real Estate Transaction In 160 Steps (cont.)

54. Natural Gas: Research/verify availability and supplier's name and phone number
55. Verify security system, current term of service and whether owned or leased
56. Verify if seller has transferable Termite Bond
57. Ascertain need for lead-based paint disclosure
58. Prepare detailed list of property amenities and assess market impact
59. Prepare detailed list of property's "Inclusions & Conveyances with Sale"
60. Compile list of completed repairs and maintenance items
61. Send "Vacancy Checklist" to seller if property is vacant
62. Explain pros and cons of Home Owner Warranty to seller
63. Assist sellers with completion and submission of Home Owner Warranty Application (if applicable)
64. When received, place Home Owner Warranty in property file for conveyance at time of sale
65. Have extra key made for lockbox (if applicable)
66. Verify if property has rental units involved. And if so:
  - Make copies of all leases for retention in listing file
  - Verify all rents & deposits
  - Inform tenants of listing and discuss how showings will be handled
67. Arrange for installation of sign (if applicable)
68. Assist seller with completion of Seller's Disclosure form
69. "New Listing Checklist" Completed
70. Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability
71. Review results of staging assessment and suggest changes to shorten time on market
72. Load listing into transaction management software program

### **ENTERING PROPERTY IN MULTIPLE LISTING SERVICE DATABASE**

73. Prepare MLS listing sheet -- Agents is responsible for "quality control" and accuracy of listing data
74. Enter property data from Profile Sheet into MLS Listing Database
75. Proofread MLS database listing for accuracy - including proper placement in mapping function
76. Add property to company's Active Listings list
77. Provide seller with signed copies of Listing Agreement and MLS Profile Sheet Data Form within 48 hours

# The Real Estate Transaction In 160 Steps (cont.)

## MARKETING THE LISTING

78. Create print and Internet ads with seller's input
79. Coordinate showings with owners, tenants, and other Realtors®. Return all calls - weekends included
80. Prepare mailing and contact list for direct mail marketing
81. Order "Just Listed" labels & reports
82. Review comparable MLS listings regularly to ensure property remains competitive in price, terms, conditions and availability
83. Prepare property marketing brochure for seller's review
84. Arrange for printing or copying of supply of marketing brochures or fliers
85. Email marketing brochures to all city agents
86. Upload listing to company and agent Internet site
87. Mail out targeted "Just Listed" notice to all neighborhood residents
88. Advise Network Referral Program of listing
89. Provide marketing data to buyers coming through international relocation networks
90. Provide marketing data to buyers coming from referral network
91. Provide "Special Feature" cards for marketing, if applicable
92. Submit ads to company's participating Internet real estate sites
93. Price changes conveyed promptly to all Internet groups
94. Reprint/supply brochures promptly as needed
95. Loan information reviewed and updated in MLS as required
96. Feedback e-mails sent to buyers' agents after showings
97. Review weekly Market Study
98. Discuss feedback from showing agents with seller to determine if changes will accelerate the sale
99. Place regular update calls to seller to discuss marketing & pricing
100. Promptly enter price changes in MLS listing database

## THE OFFER AND CONTRACT

101. Receive and review all Offer to Purchase contracts submitted by buyers or buyers' agents
102. Evaluate offer(s) and prepare a "net sheet" on each for the owner for comparison purposes
103. Counsel seller on offers. Explain merits and weakness of each component of each offer
104. Contact buyers' agents to review buyer's qualifications and discuss offer
105. Email Seller's Disclosure to buyer's agent or buyer upon request and prior to offer if possible

## The Real Estate Transaction In 160 Steps (cont.)

106. Confirm buyer is pre-approved by calling Loan Officer
107. Obtain pre-approval letter for buyer from Loan Officer
108. Negotiate all offers on seller's behalf, setting time limit for loan approval and closing date
109. Prepare and convey any counteroffers, acceptance or amendments to buyer's agent
110. Email copies of contract and all addendums to closing attorney
111. When Offer to Purchase Contract is accepted and signed by seller, deliver to buyer's agent
112. Record and promptly deposit buyer's earnest money in escrow account.
113. Disseminate "Under-Contract Showing Restrictions" as seller requests
114. Deliver copies of fully signed Offer to Purchase contract to seller
115. Email copies of Offer to Purchase contract to Selling Agent
116. Email copies of Offer to Purchase contract to lender
117. Provide copies of signed Offer to Purchase contract for office file
118. Advise seller in handling additional offers to purchase submitted between contract and closing
119. Change status in MLS to "Sale Pending"
120. Update transaction management program to show "Sale Pending"
121. Assist buyer with obtaining financing, if applicable and follow-up as necessary
122. Coordinate with lender on Discount Points being locked in with dates
123. Deliver unrecorded property information to buyer
124. Verify termite inspection ordered (if applicable)
125. Verify mold inspection ordered (if required)

### **TRACKING THE LOAN PROCESS**

126. Follow Loan Processing Through To The Underwriter
127. Add lender and other vendors to MLS transaction management system so agents, buyer and seller can track progress of sale
128. Contact lender weekly to ensure processing is on track
129. Relay final approval of buyer's loan application to seller

### **HOME INSPECTION**

130. Coordinate buyer's professional home inspection with seller
131. Review home inspector's report

## The Real Estate Transaction In 160 Steps (cont.)

- 132. Enter completion into transaction management tracking software program
- 133. Explain seller's responsibilities with respect to loan limits and interpret any clauses in the contract
- 134. Ensure seller's compliance with Home Inspection Clause requirements
- 135. Recommend or assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs
- 136. Negotiate payment and oversee completion of all required repairs on seller's behalf, if needed

### THE APPRAISAL

- 137. Schedule Appraisal
- 138. Provide comparable sales used in market pricing to Appraiser
- 139. Follow-Up On Appraisal
- 140. Enter completion into transaction management program
- 141. Assist seller in questioning appraisal report if it seems too low

### CLOSING PREPARATIONS AND DUTIES

- 142. Contract Is Signed By All Parties
- 143. Coordinate closing process with buyer's agent and lender
- 144. Update closing forms & files
- 145. Ensure all parties have all forms and information needed to close the sale
- 146. Work with buyer's agent in scheduling and conducting buyer's Final Walk-Thru prior to closing
- 147. Research all tax, HOA, utility and other applicable prorations
- 148. Request final closing figures from closing agent (attorney or title company)
- 149. Provide "Home Owners Warranty" for availability at closing (if applicable)
- 150. Forward closing documents to absentee seller as requested
- 151. Review documents with closing agent (attorney)
- 152. Provide earnest money deposit check from escrow account to closing agent
- 153. Coordinate this closing with seller's next purchase and resolve any timing problems
- 154. Have a "no surprises" closing so that seller receives a net proceeds check at closing
- 155. Refer sellers to one of the best agents at their destination, if applicable

## The Real Estate Transaction In 160 Steps (cont.)

156. Change MLS status to Sold. Enter sale date, price, selling broker and agent's ID numbers, etc.

157. Close out listing in MLS transaction management system

### **FOLLOW UP AFTER CLOSING**

158. Answer questions about filing claims with Home Owner Warranty company if requested

159. Attempt to clarify and resolve any conflicts about repairs if buyer is not satisfied

160. Respond to any follow-up calls and provide any additional information required from office files



# A Comprehensive Marketing Plan

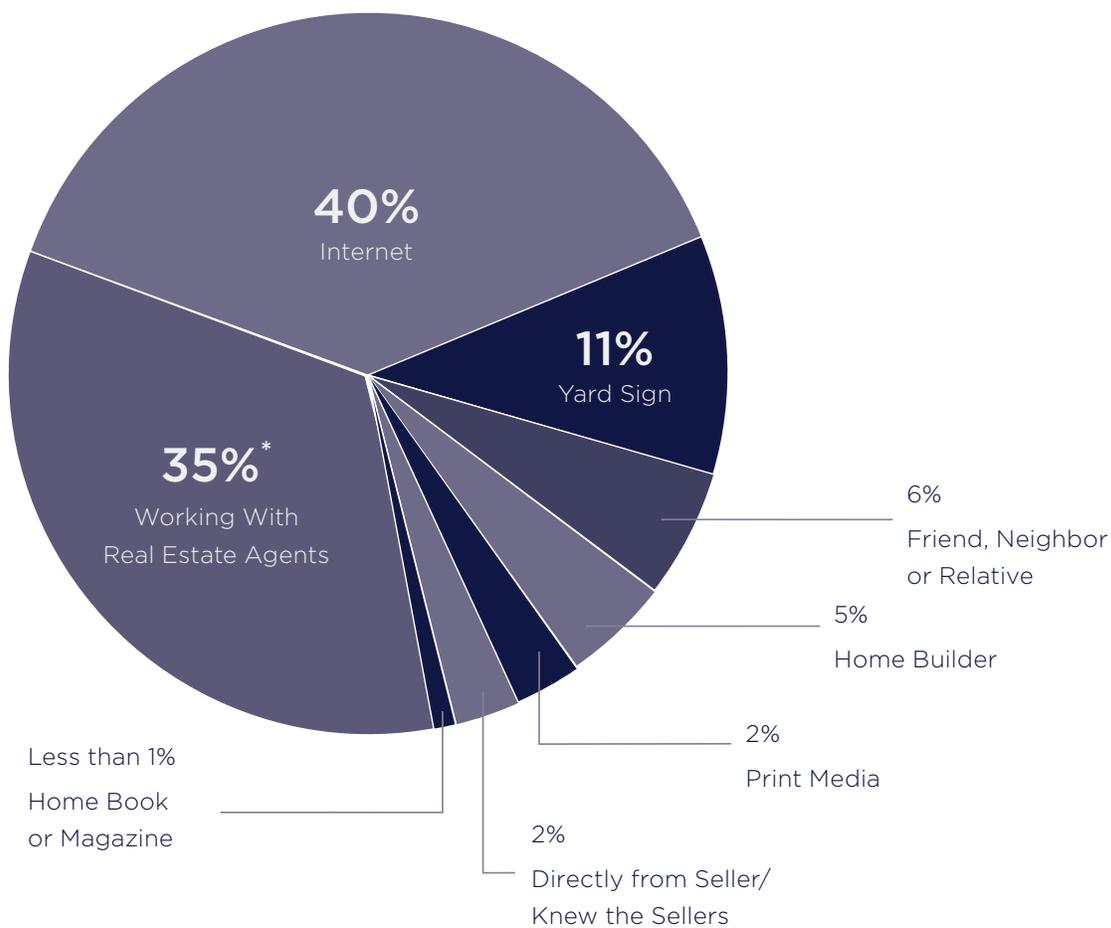
Berkshire Hathaway HomeServices Chicago offers the best and most comprehensive marketing package of any brokerage in Chicago.

- Listing in the Multiple Listing Service of Illinois
- Individual feature newsprint advertisements including quarter, half or full-page spreads
- Individual spot advertisements in other selected newsprint and special marketing media (e.g., Chicago Magazine)
- Chicago Social, Crain's Chicago Business, Wall Street Journal, New York Times, etc.)
- Professional, four-color marketing and sales brochures (print and digital) highlighting the listing and containing information about floor plans, pricing, amenities and finishes
- Targeted flyers, postcards and mailers
- Inclusion of your home on the Top Agent Network website which markets to the top 10% of agents in Chicago (if applicable)
- Periodic Brokers' open houses
- Inclusion of your listing on BHHSchicago.com, BerkshireHathaway.com, MGGroupChicago.com, ChicagoTribune.com, Realtor.com, Zillow.com, Homes.com and countless others
- Hyperlinking of Matterport 3D tours, virtual tours, photo tours, and floorplans to all of the above websites

## COMMISSION STRUCTURE

- 90-day listing agreement set to expire at the end of the month within which the 90th day falls
- Commission is 5% (total) with a buyer represented by an agent not part of The MG Group
- Commission reduced to 4% (total) if an agent from The MG Group is the buyer's agent
- Commission is 2.5% (total) for an unrepresented buyer
- Cancel without cost

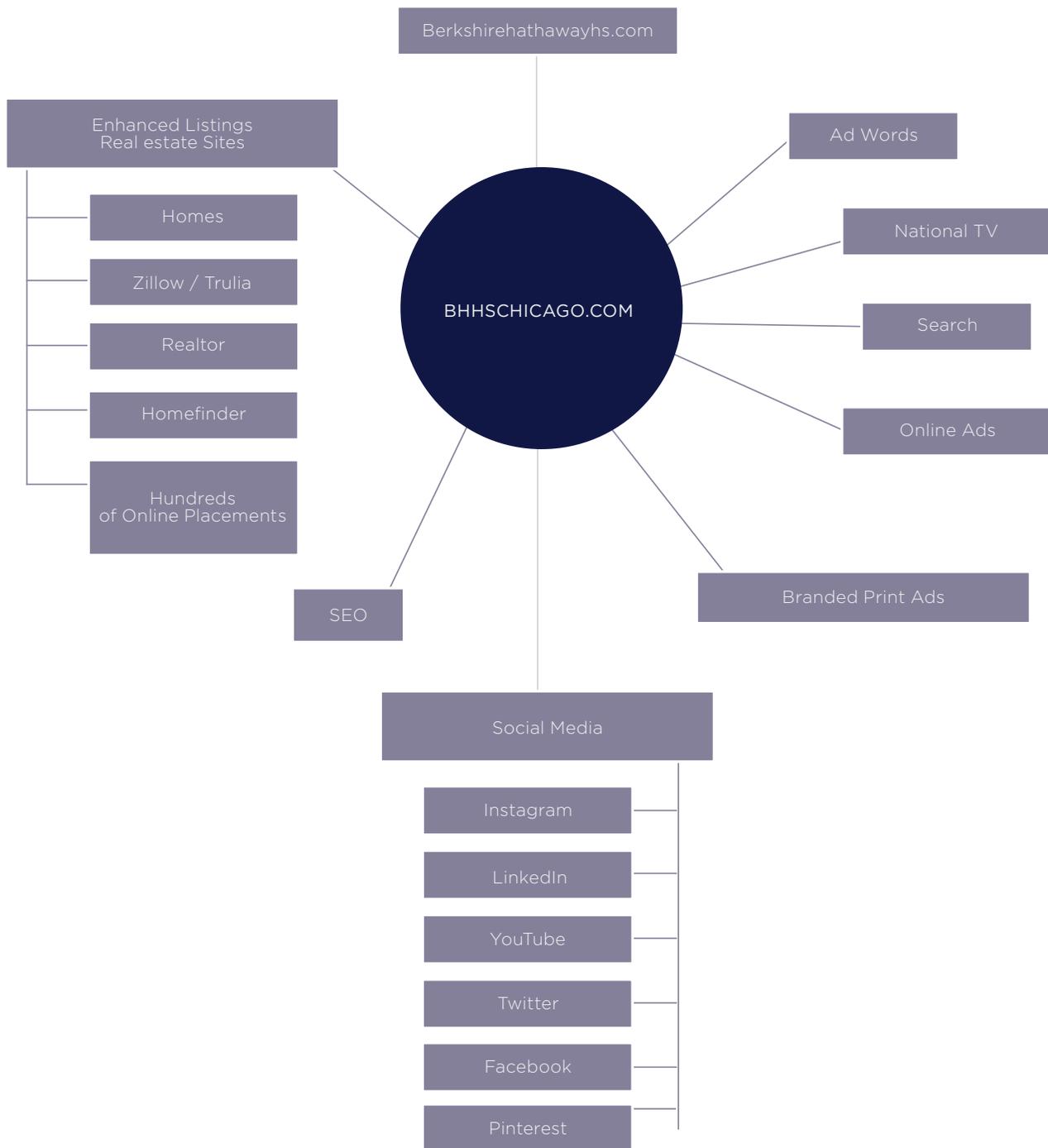
## WHERE BUYERS COME FROM



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

Aggressive  
Exposure

Comprehensive marketing  
exposure means your  
listing is well-advertised:



# Online Advertising

## SOME OF THE WEBSITES WE ADVERTISE ON

### PROPERTY WEBSITES

- Zillow.com
- Realtor.com
- ChicagoTribune.com
- Trulia.com
- MRED
- BHHSChicago.com
- MGGroupChicago.com
- Redfin.com
- DailyHerald.com
- Homes.com
- Homeseekers.com
- ReloHomeSearch.com
- Google Base
- Yahoo! Real Estate
- Oodle.com
- HomeGain
- Real Estate Advisor
- YouTube
- WallStreetJournal.com
- Propbot.com
- Roost.com
- ListingBook.com
- Chicago Sun-Times
- Enormo.com (international)
- HotPads.com
- Facebook.com
- Backpage.com
- Kijiji
- Move.com
- ZipRealty.com
- Homescape.com
- Homefinder.com
- Home-listings.org
- DuPontRegistry.com
- ReelDigs.com
- FrontDoor.com by HGTV
- DotHomes.com
- iList.com
- NewHomeListings.com
- CribChatter.com
- Realestate.msn.com
- Realtytrac.com
- AJCHomeFinder.com
- ATT.net
- BobVila.com
- HouseLocator.com
- LivingChoices.com
- OLX.com
- Properazzi.com
- RealEstateBook.com
- Condo.com
- OpenHouses.com
- Pad4Pad.com
- Postlets.com
- RealRentals.com
- Domu.com
- Craig's List

### LUXURY SITES

- NYTimes Great Homes
- UniqueGlobalEstates.com
- NCI Home Design Magazines
- Fine Homes International
- LuxuryRealEstate.com
- Lux-Residence.com
- NYTimes.com

### NEWS/BLOG SITES

- RealTown.com
- Medill Reports
- ChicagoMag.com
- Deal Estate Blog
- ModernistDwellings.com
- CityCribs
- Edgeio.com
- LiveDeal.com
- Propertyline.com (commercial)
- ActiveRain.com (real estate blog)
- Twitter.com
- Digg.com
- YoChicago.com
- Urbanturf.com
- CurbedChicago.com
- Pinterest



# Our Exclusive Tools



## BERKSHIRE HATHAWAY CHICAGO EDGE REPORT

Keeping track of what’s happening with your listing online is easy with the Berkshire Hathaway HomeServices Chicago Edge Report. This convenient summary of traffic on the top sites is automatically sent to you each week.

## KRGConnection

**Promote Your Exempt & Pre-Market Listings**

Get the benefit of the KoenigRubloff network of agents. Promote your Exempt and Exempt listings via KRGConnection. It's easy to share your property, complete the KRGConnection form and submit it to your MLS input code.

Available exclusively for KoenigRubloff agents

## PRE-MARKETING NETWORK BHHS CONNECTION

BHHS Connection gives you easy access to a company-wide database of pre-MLS or exempt properties. Exclusively for Berkshire Hathaway HomeServices agents, the online search works on your desktop, laptop, tablet or smartphone.

## ALL COMPANY *HotSheet*

Berkshire Hathaway HomeServices KoenigRubloff Realty Group

*Berkshire Hathaway KoenigRubloff Realty Group's Newest Listings!*

	<p><b>2843 Brighton Court</b> Westchester</p> <p><b>\$229,900</b> Bedrooms: 3 Bathrooms: 2.1</p> <p><a href="#">View Details &gt;</a></p>
	<p><b>1119 Orangety Court</b> Carol Stream</p> <p><b>\$229,900</b> Bedrooms: 3 Bathrooms: 2.1</p> <p><a href="#">View Details &gt;</a></p>
	<p><b>1460 North Sandborn Terrace #2704</b> Chicago-Near North Side</p> <p><b>\$149,900</b> Bedrooms: 0 Bathrooms: 1</p> <p><a href="#">View Details &gt;</a></p>
	<p><b>3534 West Diversey Avenue</b> Chicago-Avondale</p> <p><b>\$125,000</b> Bedrooms: 0 Bathrooms: 0</p> <p><a href="#">View Details &gt;</a></p>

## DAILY ALL-COMPANY HOT SHEETS

# Print Advertising

## TYPES OF PLACEMENTS

- Paid ad via Berkshire Hathaway HomeServices
- Paid ad via The MG Group
- Editorial Content

## LOCAL PUBLICATIONS

- Weekly Sunday Chicago Tribune
- Chicago Tribune Supplemental Ads
- Chicago Agent Magazine
- Crain's Chicago Business
- Chicago Social

## LUXURY PUBLICATIONS

- Wall Street Journal
- Distinctive Homes and Condominiums
- Chicago Tribune Ultimate Address
- Who's Who in Luxury Real Estate
- Town & Country
- Departures
- DuPont Registry
- Unique Homes
- Architectural Digest
- Robb Report
- Michigan Avenue Magazine

<p><b>NEW PRICE</b></p>		
<p><b>525 N SHERIDAN RD, LAKE BLUFF</b> Great-in-a-Minute opp to built w/fin Crab. Two Farm acres, on 26.65 acres, the most strategic &amp; beautiful parcel of Lakeview land available. \$2,650,000 Ann Lyon / James Marzini 847.828.9991</p>	<p><b>1400 LAKES RD, LAKE FOREST</b> Spectacular estate in west L.F. on Lake Road. 6 bedroom, 6.5 bath, newer Christopher Peacock kitchen great hall with 2 fireplaces, 20 ft outdoor patio. \$3,000,000 Ann Lyon / James Marzini 847.828.9991</p>	<p><b>2826 N MOHAWK ST, CHICAGO</b> Great Lincoln Park 4 Bedroom home, one-way, tree-lined street close to Cr. Children's Park, Lincoln Park, Lake Michigan. Full vintage farmhouse. \$3,680,000 James Owen 312.268.6700</p>
<p><b>844 WALDEN LN, LAKE FOREST</b> Stunning 6 Bedroom, 5.5 bath newer home in a superb west L.F. close to Lake Michigan. Perfection top-to-bottom with detached 2-car garage, hardwood floors \$1,895,000 Ann Lyon / James Marzini 847.828.9991</p>	<p><b>664 FOREST AVENUE, GLEN ELLYN</b> All brick 4 br, 4 1/2 ba Georgian in the heart of town. Just 2 blocks to Lake Ellyn &amp; 40 lawns/ trees. Beautifully maintained &amp; expanded on approx half-acre \$1,740,000 Amy Beckelger 630.649.8996</p>	<p><b>835 - 847 N MCKINLEY RD, LAKE FOREST</b> Exceptional offers elegant 4 bedroom, 4 1/2 bath home with an in-town location, manicured lawns, large lot \$2,750,000 - \$1,975,000 Ann Lyon / James Marzini 847.828.9991</p>
<div style="display: flex; justify-content: space-between;"> <div style="width: 60%;"> <p><b>Get Noticed.</b> World-Class Marketing that moves your home from Listed to Sold.</p> <p><b>BERKSHIRE HATHAWAY</b>   <b>KoenigRubloff Realty Group</b> The Real Estate Company</p> </div> <div style="width: 35%; text-align: center;"> <p>KoenigRubloff.com • 866.795.4010</p> </div> </div>		
<p><b>3077 N DAMEN AVE 3, CHICAGO</b> Astonishing school district! Two-year new construction. Immaculate 4 bedroom + luxury main, 2.5 bath, 3,000+ sq ft of performance finishes, top storage parking. \$1,499,000 The MG Group 773.487.4896</p>	<p><b>2642 N BUELL ST, CHICAGO</b> Modern living in E. Loop Park. Sophisticated &amp; contemporary finishes in a grand historic women's college area &amp; modern blend of design &amp; pedigree. \$1,225,000 Keith Grant 773.763.2811</p>	<p><b>180 E PEARSON ST 302, CHICAGO</b> Water Tower residences. Exceptional renovated, rustic living. 1,700 sq ft of 2.5 ba. The beautiful surrounding street of Lake Michigan and the shore line. \$1,590,000 Michael Rosenblatt 773.293.2562</p>
<p><b>4112 N DAMEN AVE, CHICAGO</b> Fully renovated 4 bedroom, 2.5 bath, historic home in Lincoln Square on approx 40' x 120' lot. Complete rehab in 2014. Close to Lytle Princes. \$1,779,000 Keith Grant 773.718.8281</p>	<p><b>4806 DEER TRAIL, NORTHBROOK</b> Spacious and sun, finished 4 bedroom, 2 1/2 bath townhome with hardwood floors and open, flowing floorplan. Sharp updates all-around. Finished lower level. \$585,000 Linda Lisinski 847.739.8410</p>	<p><b>712 N LAWLER AVE, WILMETTE</b> Sun, renovated 3 bedroom, 2 bath. Stunning, recently finished hardwood floors, convertible open/floating kitchen. Both baths updated. Fin lower level. \$1,485,000 Linda Lisinski 847.739.8410</p>
<p style="text-align: center;">ONE MAGNIFICENT LIFE   KOENIGRUBLOFF.COM</p>		

<p><b>2416 N LINCOLN AVE</b> Luxury 3 bedroom, 2.5 bath, 2 car garage, finished basement, hardwood floors, granite kitchen, stainless steel appliances. \$1,499,000 Ann Lyon / James Marzini 847.828.9991</p>	<p><b>1400 LAKES RD</b> Spectacular estate in west L.F. on Lake Road. 6 bedroom, 6.5 bath, newer Christopher Peacock kitchen great hall with 2 fireplaces, 20 ft outdoor patio. \$3,000,000 Ann Lyon / James Marzini 847.828.9991</p>	<p><b>2826 N MOHAWK ST</b> Great Lincoln Park 4 Bedroom home, one-way, tree-lined street close to Cr. Children's Park, Lincoln Park, Lake Michigan. Full vintage farmhouse. \$3,680,000 James Owen 312.268.6700</p>	<p><b>844 WALDEN LN</b> Stunning 6 Bedroom, 5.5 bath newer home in a superb west L.F. close to Lake Michigan. Perfection top-to-bottom with detached 2-car garage, hardwood floors \$1,895,000 Ann Lyon / James Marzini 847.828.9991</p>
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We are proud to announce the latest edition of **Luxury Collection Magazine**.  
Come see the Chicago's most beautiful homes, including expert market information and features on design and lifestyle.  
[LuxuryCollectionMag.com](http://LuxuryCollectionMag.com)

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PUBLICATION | CHICAGO TRIBUNE



# money & real estate

Chicago Tribune SUNDAY, OCTOBER 18, 2009 SECTION 7

SELL IT TO ME



## All for one (level)

The table and dining room set in upper level is custom at 1000 W. Pearson St. in Chicago's Gold Building (Gary Wood Photo). Homes are shown as they appeared.

**For empty-nesters, less is more when it comes to floors: here are 3 homes**

**By Sharon Stangor**  
*Byline, to the Tribune*

After looking for nearly a year for a new home, I began to think about getting a second home. I wanted a place that was designed and built when the market was hot and ready to go. I wanted a place that was in a hot market — one where it was easy to sell and there was a lot of demand for the property. I wanted a place that was in a hot market — one where it was easy to sell and there was a lot of demand for the property.

When I saw this house, I knew I had found it. It was in a hot market and it was in a hot market. It was in a hot market and it was in a hot market. It was in a hot market and it was in a hot market.

Sharon Stangor needs no questions. A.C. is the best in the business. He is the best in the business. He is the best in the business. He is the best in the business.

**Top condo**

When I saw this house, I knew I had found it. It was in a hot market and it was in a hot market. It was in a hot market and it was in a hot market. It was in a hot market and it was in a hot market.

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PUBLICATION | CHICAGO SOCIAL

### CONVERSION THEORY

*It's a great way to live in a great neighborhood. It's a great way to live in a great neighborhood. It's a great way to live in a great neighborhood.*

The conversion theory is a great way to live in a great neighborhood. It's a great way to live in a great neighborhood. It's a great way to live in a great neighborhood.

**2236 Lansman Ave. KoehnigRubbloff.com**  
**CHICAGO, ILLINOIS**  
**THE HG GROUP 773.687.4696**  
**\$1,500,000**

**634 N Rockwell KoehnigRubbloff.com**  
**CHICAGO, ILLINOIS**  
**IVONA KUTERMANEWICZ 312.475.4588**  
**\$1,098,000**

**4012 Greenwood Ave. KoehnigRubbloff.com**  
**CHICAGO, ILLINOIS**  
**SUSAN O'CONNOR 312.893.8144**  
**\$1,068,000**

**1971 N. Ave #131. KoehnigRubbloff.com**  
**CHICAGO, ILLINOIS**  
**IVONA KUTERMANEWICZ 312.475.4588**  
**\$1,098,000**

**BERKSHIRE HATHAWAY HOMESERVICES  
 KOENIGRUBBLOFF REALTY GROUP**

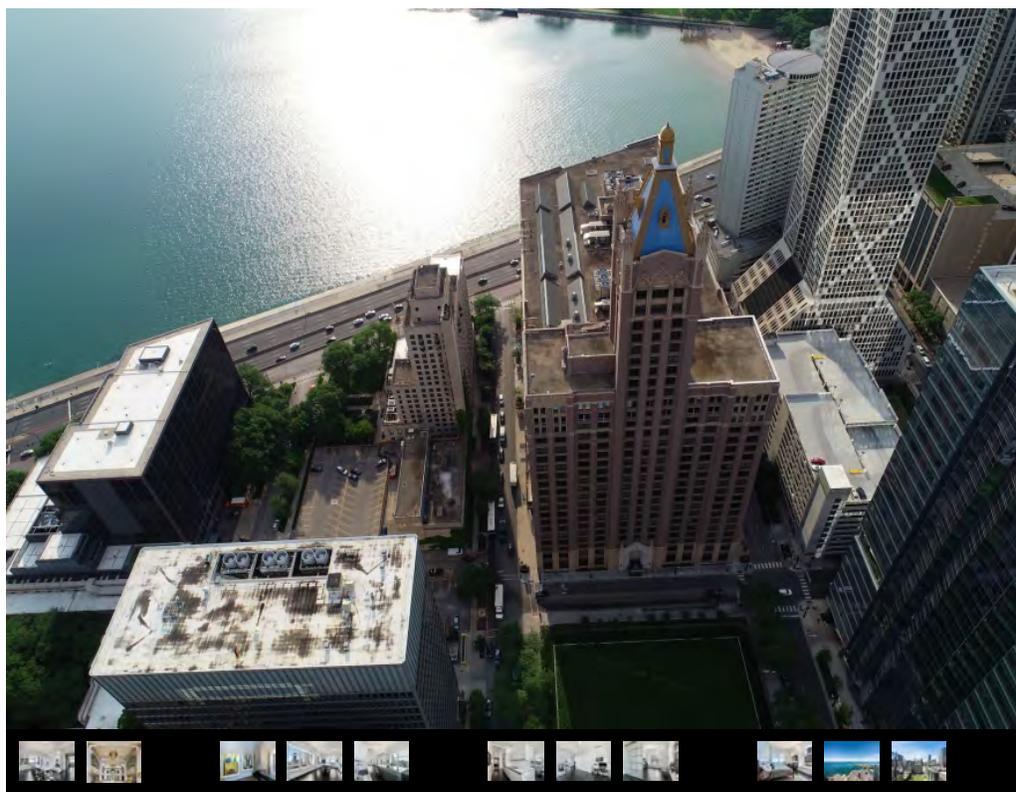
# CRAIN'S CHICAGO BUSINESS

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June 20, 2018 07:00 AM

## On Lake Shore Drive, all the views

DENNIS RODKIN  4



A pair of design consultants gutted a condo in the old American Furniture Mart and made a minimalist space that lets the views dominate. It's for sale for just under \$1.25 million.

*Click on the photo above for a tour.*

Two stories below the blue spire of the old American Furniture Mart on Lake Shore Drive, Michael and Anne McMillan created a condo that lets the four-sided views of Lake Michigan, high-rises and Navy Pier get all the attention. The condo is surrounded by maximum views, so "we went with minimalism inside," said Michael McMillan, who, with his wife, is a design consultant. A dozen years ago, after gutting the 2,350-square-foot full-floor condo, they turned the space into a two-bedroom home with one large living space that can be divided with sliding glass panels, a taut kitchen with a stainless steel island, and white walls and ceilings that showcase original architectural details like hefty ceiling braces. Now planning a move to the far northwest suburbs to be near their grandchildren, the McMillans are putting their 28th-floor condo on the market at a lower price than they paid for it. The condo goes on the market June 25 at just under \$1.25 million and represented by Mario Greco of Berkshire Hathaway HomeServices KoenigRubloff Realty Group.



## Lakeview East home with custom kitchen: \$1.5M

JUN 18, 2020

### Kitchen: 4-bedroom Chicago home



**731 W. Melrose St. Unit 2 in Chicago: \$1,495,000 | Listed on May 11, 2020**

This 2,900-square-foot Lakeview East home has private elevator access, four bedrooms and 3.5 bathrooms. A custom kitchen with appliances from Wolf and Subzero, an island and a dining area opens to a living room with custom built-ins and a fireplace. The master bedroom includes a walk-in closet and bathroom with Rohl fixtures, a steam shower, air tub and heated flooring. Outdoor spaces include a nearly 300-square-foot heated deck off the living room and a 600-square-foot deck above the garage. The home also includes walnut flooring, 8-foot doors and garage parking for one car.

**Agent: Mario Greco of Berkshire Hathaway HomeServices, 773-687-4696**

**\*Some VHT Studios photos are “virtually staged,” meaning they have been digitally altered to represent different furnishing or decorating options.**

*To feature your luxury listing of \$800,000 or more in Chicago Tribune’s Dream Homes, send listing information and high-res photos to [ctc-realestate@chicagotribune.com](mailto:ctc-realestate@chicagotribune.com). (Kasondra Van Treeck)*



# Preferred Partners

## ATTORNEYS

James Zazakis  
773.348.1635  
james@zazakis.com

Matthew Rich  
773.360.1032  
mrich@myreallaw.com

Kim Freeland  
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## HOME INSPECTORS

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## MORTGAGE LENDERS

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Brett Huelat  
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## CONTRACTORS

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CD Construction  
847.980.9857  
moses.cdconstruction@gmail.  
com

Michael Valente  
MV Construction & Development  
773.301.9125  
michael@mvconstruction.net  
mvconstruction.net

Tom Patton  
The Fix it People  
312.898.9300  
fixitpeople.com

Ron Graham  
Northshore Homeworks  
847.409.5507  
rongraham1956@yahoo.com

## HARDWOOD FLOORS

Ambrose Flooring  
773.668.2129

## WINDOWS

Metro Heating  
773.736.1400  
hvacjedi.com

## ROOFERS

Bryan Langguth  
Matthews Roofing  
773.276.4100  
bryan@matthewsroofing.com  
matthewsroofing.com

## MASONRY

Marcin Zubrycki  
BrickWork Experts  
773.216.5132  
brickworkexperts@gmail.com

Star Tuckpointing  
773.286.3560 startuckpointing@  
gmail.com

## HOME STAGING

Katy Anastos  
Glam House  
630.430.5418  
glamhousestaging@gmail.com  
glamhousestaging.com

Brad Pierce  
Haven Home Staging  
and Redesign, Inc. 773.531.4469  
bpierce@havenhomestager.com  
havenhomestager.com

Mona Wunningham  
Mod Creative Group 312.618.2893  
mona@modcreativegroup.com

## HVAC

Fabian and Sons  
773.671.8460  
fabian.son.heating@mac.com

Walter Arzet  
Arzet Heating and Cooling  
312.719.6721  
arzethvac@gmail.com

## PLUMBING

John Baethke  
Baethke and Sons 773.570.9759  
jbaethke@baethkeplumbing.com

First National Plumbing  
773.775.7777  
info@firstnationalplumbing.com

## MOVERS

Golan's Moving & Storage  
800.439.8515  
golansmoving.com

# Moving Day Survival Kit

The following items should be set aside in a couple of boxes that you can make readily available once you arrive at your new home.

## CLEANING SUPPLIES

- Detergent
- Kitchen cleanser
- Dish soap
- Paper towels and sponges
- Dish clothes and towels
- All purpose cleanser
- Glass cleaner
- Broom and dust pan
- Vacuum
- Step stool or ladder

## KITCHEN SUPPLIES

- Trash bags
- Plastic wrap/tin foil
- Paper plates/plastic silverware
- Small saucepan

## FOOD

- Instant coffee, tea, pop
- Milk
- Fresh fruit
- Cheese spread
- Crackers
- Dry cereal
- Your favorite snacks

## BATHROOM SUPPLIES

- Toilet paper
- Kleenex
- Bath and hand towels
- Soap
- Toothpaste/toothbrushes
- Aspirin
- Bandages
- Razors

## CHILDREN

- Coloring books/crayons
- Blankets/pillows
- Favorite toys
- Books/puzzles
- Videos
- Hand-held computer games

## MISCELLANEOUS

- Tool kit
- Light bulbs
- Old newspapers
- WD-40
- String/rope
- Pencils and paper
- List of local fast food restaurants
- Other: \_\_\_\_\_



# 4440 N.

## DOVER #3S

### Sheridan Park

TUXEDO

4440-42

Exclusively Listed by The MG Group  
[homes.mggroupchicago.com/4440nDover3S](https://homes.mggroupchicago.com/4440nDover3S)



**MG GROUP**

HOME. MADE.



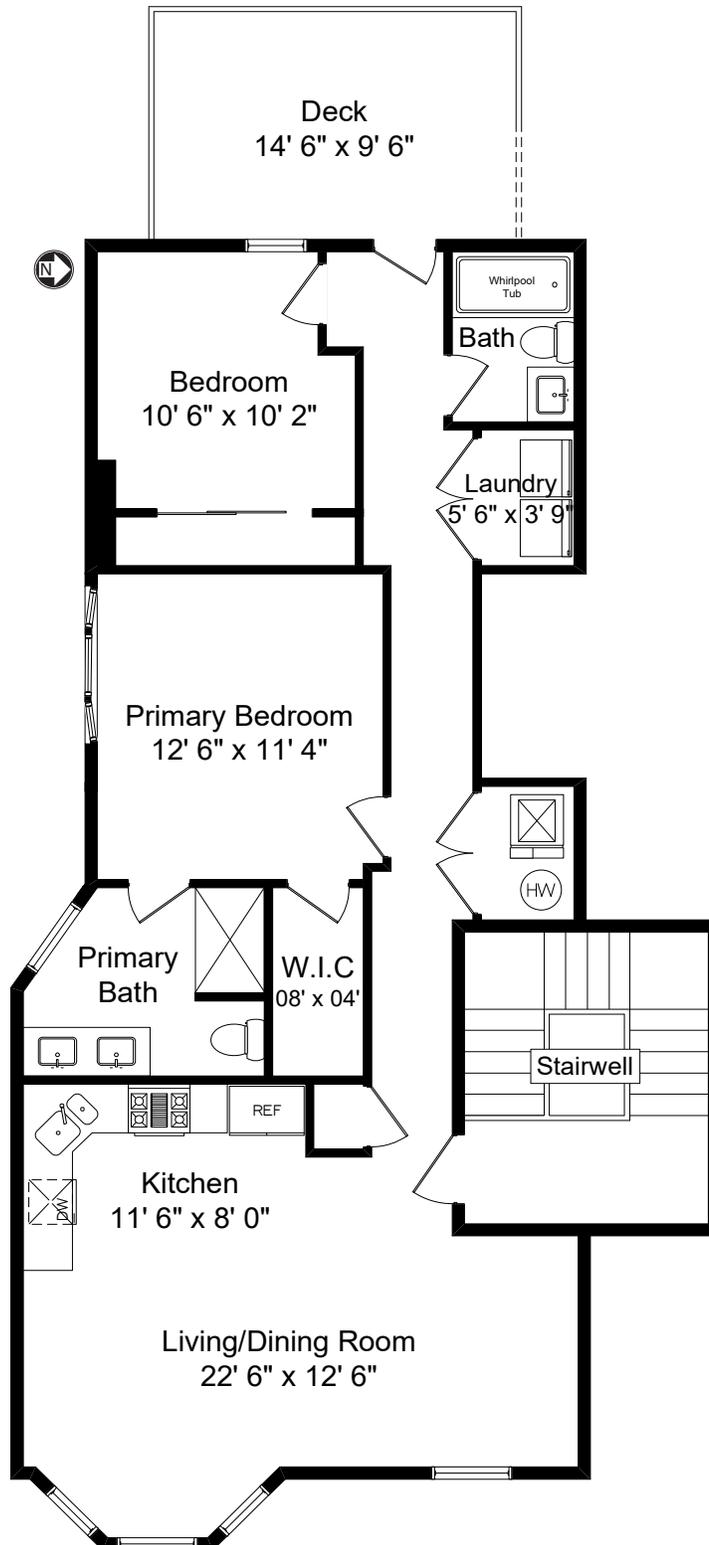


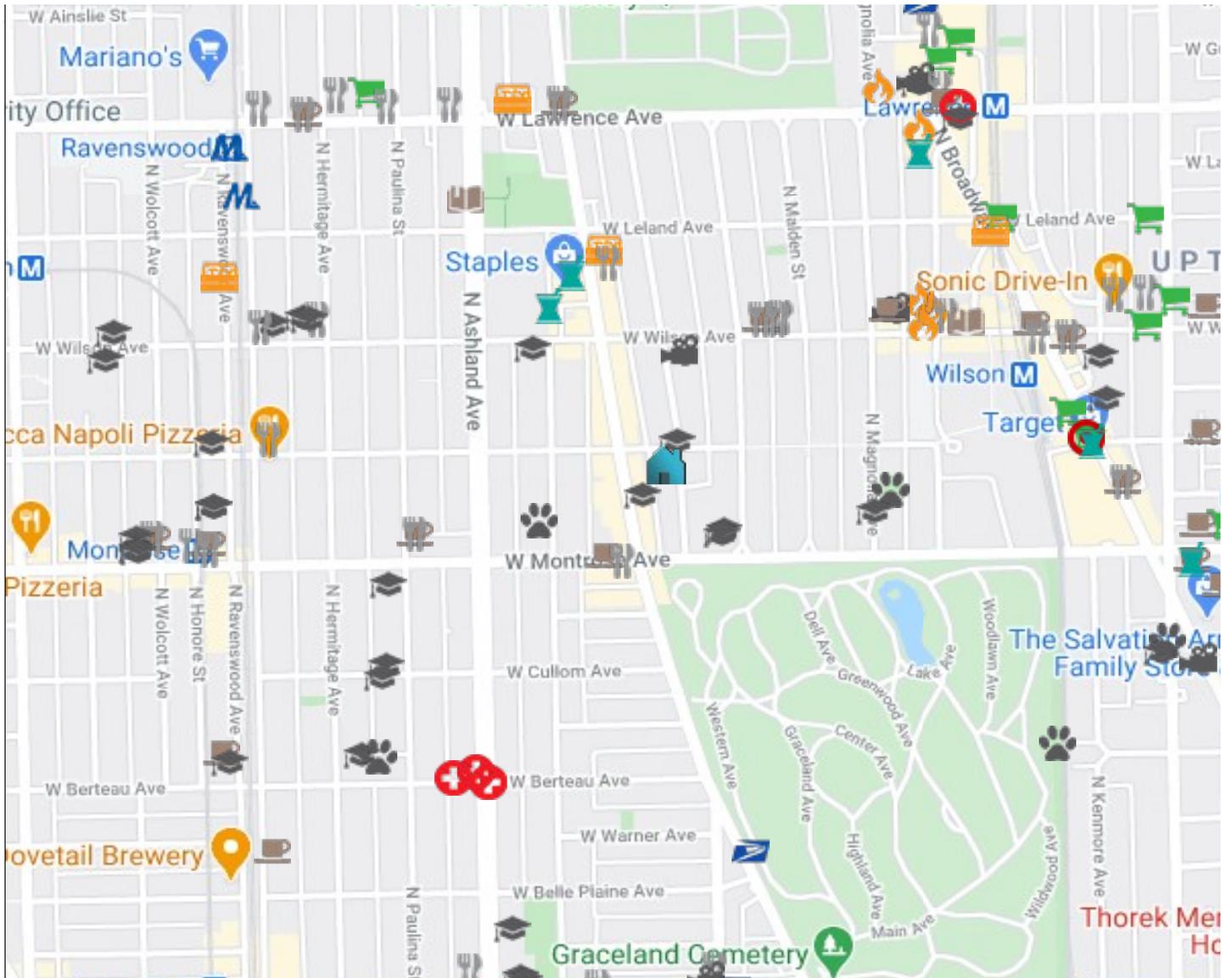




# FLOOR PLAN

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## ABOUT & AROUND SHERIDAN PARK

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Sheridan Park/Uptown has always been a community where people from diverse backgrounds come together. Community leaders are transforming that diversity into positive energy for the neighborhood bounded by Montrose Avenue, Foster Avenue, Clark Street and Lake Michigan. Sheridan Park/Uptown is close to the lakefront so residents and visitors can enjoy the many recreational activities that are available including Montrose Beach, Dog Park and Beach, Montrose Harbor, The Montrose Point Bird Sanctuary and the Sydney R. Marovitz Golf Course. The CTA's Red Line serves the area with stops at Berwyn, Argyle, Lawrence, Wilson and Sheridan. Sheridan, Broadway and Lake Shore Drive express buses travel downtown. The Metra commuter train stops at Lawrence and Ravenswood.

Entertainment options include the Black Ensemble Theater, Pegasus Players Theatre, Aragon Ballroom, The Riviera Theater, and The Green Mill Cocktail Lounge, which is legendary for its late- night jazz sets.



**MG GROUP**  
HOME. MADE.

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Linkedin.com/company/The-MG-Group

@MGGroupChicago



[HOMES.MGGROUPCHICAGO.COM/4440nDover3S](https://HOMES.MGGROUPCHICAGO.COM/4440nDover3S)



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# PHOTO CHECKLIST

## OUTSIDE:

- . Front/rear yard is neat, the grass mowed and the leaves swept away (where applicable).

## KITCHEN:

- . Island and countertops clear to emphasize counter space.
- . Clean countertops of small appliances and clutter. (Small appliances can make counter space disappear.)
- . Refrigerator clear of sports schedules, school lunch menus and magnets. (They can distract buyers and make the room seem cluttered.)
- . Remove kitchen garbage can.
- . Empty the sink, put the soap, dishes and sponges away.

## BATHROOMS:

- . Shower/bath items should be placed under the sink for the photoshoot.
- . Clear counters of electric toothbrushes, pill bottles, soaps, etc.
- . Toilet lids down.

## ALL ROOMS:

- . Photos - Remove all pictures of people and substitute with landscape or art.
- . Books, etc. - Remove all books, diplomas, etc. that disclose potential political views, religion, occupation, alma mater, etc.
- . Counters - Only the bare necessities should be on counters.
- . Windows - Clear off all ledges.
- . Make sure all the light bulbs are working properly (EVERYWHERE including ALL CLOSETS). Ideally, environmental bulbs are replaced with full wattage ones.
- . Items not included in the sale of the home should be out of view. (This naturally includes cash, jewelry and valuables.)
- . Open window blinds and drapes to reveal the view unless advised otherwise.
- . Turn all inside lights on. (This helps make the room feel clean and large.)
- . As much as possible, clear floors of stuff (mats, rugs, dog beds, toy tables, etc).
- . Make the beds, place clothes in the hamper and shoes in a closet.
- . Conceal garbage containers.
- . Remove pet food bowls, toys and conceal pets.
- . Conceal cords. (They can indicate a lack of outlets.)
- . Remove baskets of slip-on shoe cover.
- . In addition to the above suggestions, please remove all hand towels from counters or stoves and have counters cleared of all toiletries and appliances. Plungers, litter boxes, and kids' toys should be completely hidden from view.



# MOVING CHECKLIST

## Before you move in:

- . Obtain price estimates from professional movers
- . Purchase all materials needed for packing (various size boxes, bubble wrap, packing tape, packing peanuts, and newspaper)

## Measure your furniture:

- . Decide where each piece of furniture will be placed in your new home and create floor plans

## Inventory your possessions:

- . Take inventory of everything that is being placed into boxes
- . Decide what you will take with you vs. what you will sell or donate
- . Have a Garage Sale

## Address change notification:

- . Post Office: What address should they forward to?
- . Credit cards and other accounts
- . Magazine subscriptions (NOTE: May take several weeks so plan ahead)
- . Friends and Family

## Utilities:

- . Arrange for utilities to be shut off in your current location
- . Obtain any refunds or deposits
- . Arrange for connections in new location and transfer accounts

## Insurance:

- . Notify insurance of your move: auto, life, health, fire

## Banking:

- . Arrange for a checking account in new community and transfer accounts

## Medical:

- . Ask for referrals and transfer prescriptions
- . Obtain medical records
- . Have prescriptions filled

## School:

- . Obtain copies of school records

## Pets:

- . Arrange for transportation to new home
- . Change information on tags, licenses, etc.



# Cabinet painting before & after

3906 N. Kenneth



Before



After

2253 N. Greenview



Before



After

# Staging & Remodeling

2107 N. Magnolia #1B

Tour @ [homes.mggroupchicago.com/Renovate2107nMagnolia1B](https://homes.mggroupchicago.com/Renovate2107nMagnolia1B)



Before



After



Before



After





# Home Staging on a Budget

Staging is a very important, and cost effective, part of the home selling process. Staging your home to show off its qualities can only add to your final selling price. On average, people receive **\$2 in increased sale price for every \$1 they put into staging a home.**



When staging your home for sale there are

## **5** GOLDEN RULES

to take into consideration as you work your way through each room of your home.



### **CLOSETS**





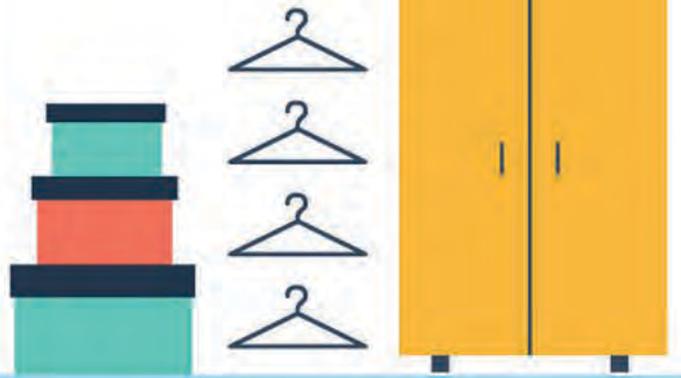
### GOLDEN RULE: 1

## DE-PERSONALIZE

Buyers need to picture themselves in the house – not you. That wedding photo may mean the world to you, but to the buyer it's a distraction that prevents them from seeing a home for their family.



### GOLDEN RULE: 2



Clear closets of unnecessary clutter, and organize to **maximize** the amount of open storage space you are showing off to potential buyers. Use boxes stacked together to hold and hide the clutter.

Use matching hangers for clothes – hangers are inexpensive, so splurging on higher quality hangers to replace free wire hangers from the dry cleaners will **modernize** your closets with visual impact and a more luxurious feel.

## BEDROOMS



A quick and inexpensive way to improve the appeal of your bedroom is to use **gender neutral colors** when touching up paint jobs and re-accessorizing in order to have the widest possible appeal. **Color coordinate**

## MAXIMIZE

Declutter and maximize the space in your home. Closets packed tight with all your clothes make a place look like it lacks closet space. Consider temporarily storing the overflow offsite.

where possible, walls, bedspread, curtains, etc. should have a clear theme to their colors if possible.

---

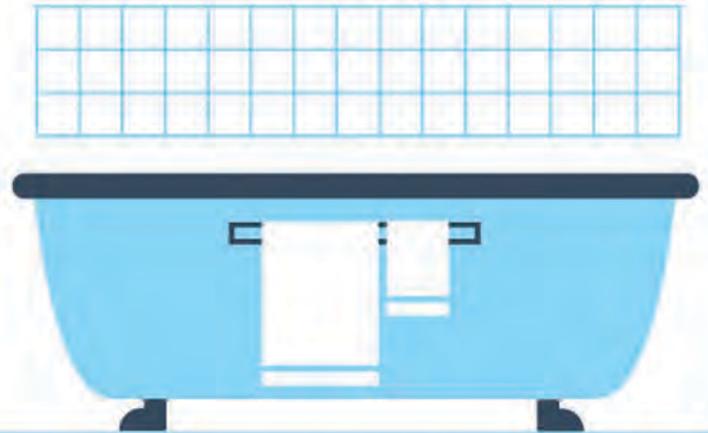
Adding a headboard to the bed provides a visual focal point and add sophistication, without necessarily breaking the bank.

Adding a few decorative items creates focal points to the room, especially at eye level on top of dressers.



Bedrooms should appear to be a place of relaxation and comfort, with a clear purpose. Remove televisions and anything else (office furniture, power strips, etc.) that might take away from the central purpose of the bedroom.

## BATHROOMS



### GOLDEN RULE: 3 SANITIZE

This golden rule is the easiest and cheapest way to stage your

If walls are grimy, spray them using a common spray bottle filled with a mixture of one part bleach and one part water, follow up with a fresh coat of paint

---

Clear countertops of everything but the essentials (soap dish, hand towel, etc.) to make the space look more **open and larger**.

---

Putting white bath and hand towels on

### GOLDEN RULE: 3

## SANITIZE

This golden rule is the easiest and cheapest way to stage your home – just clean it. A sink full of dirty dishes is as unappealing to you as it would be to a buyer. It is well worth the elbow grease in cleaning floors, walls, baseboards, ceiling fans and windows.

essentials (soap dish, hand towel, etc.) to make the space look more **open and larger**.

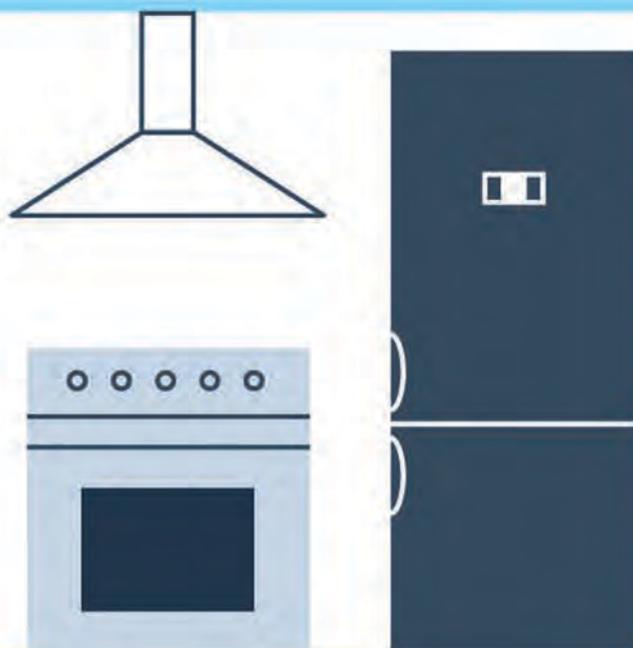
Putting **white bath and hand towels on display** can give the bathroom an open, spa-like feel at very little cost.

**Don't replace grimy shower doors** – scour them with a solution of one part muriatic acid (available at hardware stores) and 10 parts water to **make them look like new** and save some money.



Bathrooms and kitchens are essential spaces in the home and, therefore, are often the places where potential buyers are won over – or lost. Sellers spend an average of \$1957 on renovating their kitchens and bathrooms with an ultimate benefit of \$3254, a return of 66% on the investment.

## KITCHEN



**Modernize** your dated cabinets, they can be touched up for less than \$200 with a coat of new wood stain and or even a good sanding a coat of paint. **Replacing brass or wooden cabinet hardware** with brushed silver or stainless steel is an effective way of

#### GOLDEN RULE: 4

### MODERNIZE

Unless your home has exceptional period built-ins, all home could benefit from some updating. If someone feels the home is dated, they will reflect that feeling in a lower offer.

Consider simple simple changes like swapping out gold fixtures for nickel or chrome.

updating dated cabinets as well.

---

**Clean** your refrigerator, sink, inside of your oven and declutter the kitchen cabinets and drawers, buyers are looking. And yes, they will open your cupboards and drawers and inspect the space.

---

Rugs, such as those people like to put in front of their sink, tend to stop the eye and break up a space: **when staging a kitchen, you will make the floor space appear larger** by removing rugs.



Flat appliances such as dishwashers and refrigerators can be updated quickly, and often for little more than about \$20, using stainless steel stick-on coverings or speciality appliance paints.

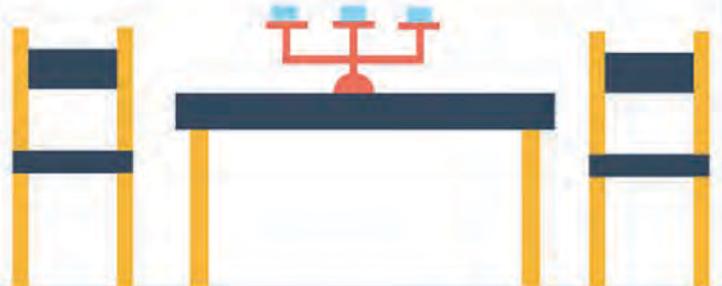


#### GOLDEN RULE: 5

### NEUTRALIZE

Color can make or break a buyers interest in your home. You may love that shocking red wall, but all the potential buyer sees is a great deal of painting in their future because red clashes with their style. Painting is one of the most inexpensive ways to change a look of a home

## DINING ROOM



**Set the table!** This creates points of visual interest in a room that can easily be boring after the usual **depersonalizing** and de-cluttering. **Be careful of over staging:** you don't need to set out every piece of china.

---

**Create a focal point** by adding a vase with

## GOLDEN RULE: 5

### NEUTRALIZE

Color can make or break a buyers interest in your home. You may love that shocking red wall, but all the potential buyer sees is a great deal of painting in their future because red clashes with their style. Painting is one of the most inexpensive ways to change a look of a home.

**Set the table!** This creates points of visual interest in a room that can easily be boring after the usual **depersonalizing** and de-cluttering. **Be careful of over staging:** you don't need to set out every piece of china.

---

**Create a focal point** by adding a vase with fresh flowers to the center of the table and remove any extra leaves from the table to **maximize** available space.



Window treatments can be used to make a room feel bigger. On low ceiling rooms, hang drapes all the way up to the ceiling on either side of a window frame which will make windows seem larger and visually make ceilings appear taller. Use neutral color curtains and thin rods to hold them.

## LIVING ROOM



**Lightness is a major source of living room appeal for buyers:** make sure the shades are open before potential buyers come through and, where possible, stage the room with light colored furniture to enhance the effect and **make the space look larger**.

---

# LIVING ROOM



**Lightness is a major source of living room appeal for buyers:** make sure the shades are open before potential buyers come through and, where possible, stage the room with light colored furniture to enhance the effect and **make the space look larger.**

---

In especially large and/or empty living rooms, a **strategically placed plant can create a focal point** that draws the eye.

---

If your living room has **hardwood flooring in need of updating**, consider replacing only the **damaged boards**, and **updating** the rest with a sander and a coat of hardwood stain, rather than pulling up the entire floor.

An illustration of a yellow house facade. It features a red door with a black handle and a black arched window above it. To the left of the door is a white sign with the text 'HOME FOR SALE' in black and yellow. A white pillar is on the far left. The house is set on a grey base with green plants.

**HOME  
FOR  
SALE**

## SOURCES:

[www.hgtv.com/real-estate/30-cant-miss-staging-tips](http://www.hgtv.com/real-estate/30-cant-miss-staging-tips) • [stagingandredesign.com/2012/kitchen-updates-on-a-budget](http://stagingandredesign.com/2012/kitchen-updates-on-a-budget) • [virtuallystagingproperties.com/top-5-affordable-kitchen-staging-ideas](http://virtuallystagingproperties.com/top-5-affordable-kitchen-staging-ideas) • [realtormag.realtor.org/home-and-design/feature/article/2009/03/staging-budget](http://realtormag.realtor.org/home-and-design/feature/article/2009/03/staging-budget) • [parade.condenast.com/275765/leahingram/11-frugal-ideas-for-staging-a-home-for-sale](http://parade.condenast.com/275765/leahingram/11-frugal-ideas-for-staging-a-home-for-sale) • [homebuying.about.com/od/sellingahouse/qt/Staging-a-bathroom](http://homebuying.about.com/od/sellingahouse/qt/Staging-a-bathroom) • [freshome.com/2011/03/10/how-to-stage-your-home-on-a-tight-budget](http://freshome.com/2011/03/10/how-to-stage-your-home-on-a-tight-budget) • [www.frontdoor.com/photos/room-by-room-staging-strategies](http://www.frontdoor.com/photos/room-by-room-staging-strategies) • [virtuallystagingproperties.com/6-quick-easy-dining-room-staging-tips](http://virtuallystagingproperties.com/6-quick-easy-dining-room-staging-tips) • [www.huffingtonpost.com/laura-mchholm/get-your-house-sold-five-\\_b\\_3881099](http://www.huffingtonpost.com/laura-mchholm/get-your-house-sold-five-_b_3881099) • [tagingandredesign.com/2013/5-things-your-homes-closets-might-be-telling-buyers](http://tagingandredesign.com/2013/5-things-your-homes-closets-might-be-telling-buyers) • [home.howstuffworks.com/real-estate/selling-home/10-staging-home](http://home.howstuffworks.com/real-estate/selling-home/10-staging-home)

# Single Family Home Listing Information Sheet

## I. Personal Information

Name(s) of Seller(s):

Property Address:

Current Mailing Address:

Home Phone:

Business Phone:

Cell Phone:

Email Address:

## II. Showing Information/Instructions

- Does the property have a security system?  
Please provide code and any specific instructions, if yes.
- Are there any bad times for showings?
- Best person(s) to contact to schedule showings (please include name/number/email)?
- If there are tenants, please provide all contact and lease information (lease price, lease expiration, etc).
- **We will assume a showing time is acceptable if we give you at least 24 hours' notice without having to wait for you to "approve" the showing. In other words, you don't have to say "yes" to a showing but will say "NO" if the time doesn't work. IS THIS OK?**
- Are signs allowed? If yes, where is the best place to install a sign?

## III. Pet Information

- Do you have pets?
- If yes, please provide names and any specific handling instructions.

## IV. Property Information

- When was the building last tuckpointed/sealed?
- How old is the roof?
- How old are the windows?
- How old is the furnace?
- How old is the water heater?
- How old is the A/C?

- Utilities – Please provide your People’s Gas account number and ComEd account number. We will enter them into the MLS to show average utility costs. No one will see the account number, just the average utility bill amounts over an annual basis.
  - People’s Gas Account Number:
  - ComEd Account Number:
  
- Property PIN#:
 

Property Tax Amount: \$
  
- Where is parking located? If no parking, what/where is the nearest rental parking option?
  
- Do you have additional storage? If yes, where is storage located?
  
- Describe any improvements or upgrades made and provide details, so we have the information for showings.
  
- **Have you had any work/repairs done for water infiltration of any kind in basement, through windows, roof or otherwise? If yes, please describe in detail in the next section.**
  
- **Describe ANY REPAIRS made to the property INCLUDING:**
  - **What was the issue that was fixed (i.e., water intrusion through the ceiling, in basement, windows, etc)?**
  - **What was done to repair the issue (i.e., new roof, foundation cracks sealed, lintels replaced, etc)?**
  - **When was the issue discovered (i.e., MARCH 2013) AND when was it fixed (i.e., APRIL 2013) (provide a YEAR at least but MONTH and YEAR is best)?**
  - **Was a warranty provided for the work?**
  - **Is the warranty transferable to the new buyer?**
  - **Did you make an insurance claim for any of the issues above? If so, for which one(s)?**
  - **Please provide us a PDF of any receipts/invoices or insurance claims related to the diagnosis and repair of the issue.**

**\*\*\*NOTE: If you reasonably believe to have resolved the issue, it does not necessarily need to be disclosed on the official disclosure paperwork included herein but having all of the above information will help us answer any questions during showing and/or during attorney review or inspection once we’re under contract**

- Is there any personal property you wish to EXCLUDE from the sale (e.g. light fixtures, appliances, furniture, etc.)?
  
- Any other information we should know about the property?