





DANNY LEWIS

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As leader of the Lewis Real Estate Group at Dream Town, Danny works with a variety of clients, as well as guiding a team of expert real estate brokers. He specializes in residential homes, investments, leasing, income-producing properties and commercial sales. Danny's knack for understanding his clients' needs and his honest approach to real estate give him an advantage that separates him from the competition.

Danny started his career in real estate when his 92-year old grandfather decided to sell his Skokie home "by owner." At the time, Danny was very interested in real estate and asked his grandfather to let him advertise and display the home on his grandfather's behalf. Danny's grandfather agreed, and the rest is history. Danny fell in love with the process of selling real estate. He loved the fact that he was his own boss, that he made his own hours, and that the job required him to be an extrovert and sociable, two of Danny's strongest traits.

In his inaugural year in real estate, Danny was recognized as a "blazing newcomer" and awarded "Rookie of the Year" at his brokerage. In his second year, he quickly doubled his sales, earning the title "Top Producer" from the Chicago Association of Realtors. Doubling his sales yet again in year three, Danny was named a celebrity by Estately and was also added to the esteemed list of the Top 100 Most Influential Realtors in the United States.

Danny's accomplishments have been showcased in *Real Producers* Magazine, highlighting his four-year streak as the #1 Broker at his former brokerage. He has been featured by Chicago Agent in the Who's Who of Real Estate annually since 2016. Danny has been named a Top 1% Broker by the Chicago Association of Realtors and has been awarded Top Producer every year since 2012.

















TESTIMONIALS

BUYER REVIEWS

Danny and I were walking through a loft when I ran my hand over some exposed pipes. When we concluded our showing Danny casually mentioned that he'd noticed what I did and that he knew why. "You were checking to see if the pipes were hot." He was right. That was just one example of the extraordinary attention to detail Danny and his team paid to every aspect of the home buying process. It's why, despite moving from another state and having very little knowledge of the local real estate market, our purchase went through effortlessly. Danny was always there to offer advice, from "Don't just fall in love with the house, fall in love with the neighborhood," to helping us arrive at our winning bid. His entire team, including home inspectors, lawyers, mortgage brokers, and the peerless Maria Ortega, was equally first-rate. They exhibited a remarkable level of patience, attentiveness, follow-through, knowledge, and flexibility from the first phone call to handing over the keys. Highly recommended.

George & Kim, Wicker Park

Danny is knowledgeable, resourceful, patient, and made sure we had the best home-buying experience. Danny understood our wants and needs, to the point where we felt like a good friend was helping us find our home. This group values relationships, respects your time, and is highly responsive. I highly recommend Danny and his team!

Roxanne & Dan, Lincoln Park

Danny was awesome to work with in the process of buying a condo in the city. He understood what I was looking for and did not try to steer me in any other direction. Once we found the perfect condo, he made the purchase process run very smoothly and helped keep my patience in check. I would definitely work with Danny again and would recommend him to anyone looking to buy or sell in Chicago.

Mara, Gold Coast

Danny Lewis and his team are just amazing. We had an uphill battle the whole way-not because of Danny and his team-just because of our own particular set of circumstances. Danny kept us on point and focused thru both a tough close on our home we sold and a tough close on the home we bought. Danny's team is just amazing. We love them all. From Joanne who was instrumental in getting our home sold to Maria (Danny's right hand, Left hand and both feet) to Eric-who is just the nicest, most kind young man we know. To be clear, Danny led his team through both sales and both closes, but his team is just amazing. Maria is on it 24/7 she is a machine. We must have requested 100 showings and she never blinked. She set up them up as fast as we requested them. Eric showed us so many places, at all different weird times and days. He never complained and was just an amazing gentleman thru the process. Joanne showed our home over and over and was just a pleasure to deal with. Throughout the process, Danny was there. Guiding us, slowing us down when we needed it and kicking us in the butt when we needed it too. He is extremely knowledgeable and knows the game of real estate very well. He understood the emotional part of selling our home after 16 years and our desire to find the perfect place to move on to. He is a strong negotiator, a great advisor and I have to add - he became a friend thru it all. He carried us through a very difficult closing and never wavered or lost his patience. He could have

TESTIMONIALS

done 30 deals in the time it took us to sell our home and buy our new one—but he never complained and his team never wavered. It is with 100% confidence that I absolutely recommend Danny Lewis and his team to anyone looking to sell or buy a home in Chicago. This is a well-run team—not a one-person show. These folks know how to get it done and are also just the nicest group of folks. It is a very emotional and stressful time selling your home and buying a new one. Danny and his team truly understand this critical part of the deal and make a stressful time—tolerable. Thank you all for a tough job very well done.

Doug & Marta, River West

Danny was referred to us by a friend, and we could not have been happier with the guidance he provided for us throughout the entire process. We just closed on our first condo! Danny and his team made the experience as stress-free as possible. Danny has great connections that we used for the home inspection, loan approval, lawyer, etc. We felt very cared for throughout the entire process. Danny, Maria and everyone we were connected to were always extremely responsive, knowledgeable and helpful. Could not have been happier with our choice to work with Danny and his team!

Kelly Ann & Jeff, Lakeview

Danny worked with me to help understand and evaluate the pros/cons of various Chicago neighborhoods (I was the buyer) for a new home purchase. He took the time upfront to understand my expectations and price range and combined this with a very solid understanding of the Chicago market to take a consultative approach to selling homes. It made the time spent searching much more efficient.

RBK, Lakeview

We couldn't have asked for a better agent than Danny when buying our first home in Chicago. He and his team were prompt with every aspect of the purchasing experience. They helped set us up with an attorney and inspector, all of whom were fantastic. My husband and I started this process uncertain of the home style or neighborhood we wanted, and Danny helped us narrow it down quickly and listened to us every step of the way. Danny made the whole process less complicated from searching to closing. We can't thank you and your team enough, Danny!

Marla, South Loop

SELLER REVIEWS

We're extremely pleased to recommend Danny Lewis and the Lewis Real Estate Group-we've had a truly fabulous experience with his team and couldn't be happier with the sale of our home. Danny and Erick (our day-to-day contact) obviously understand the market, our neighborhood, and what it takes to sell a single family home in Lakeview. They prepared a first-class sales prospectus and competitive review/ marketing plan and were very open to working with us to highlight and detail out some of the special qualities we loved about our home and neighborhood. We appreciated the commitment to our sale goals, the incredible follow-through on communication and tasks (seriously—it didn't matter what time of day, they were available, responsive, and on top of it), and the overall general expertise and advice shared with us throughout the process. Danny and his team are personable and friendly—they made us feel completely comfortable and that they always had our seller's interests at heart.

Karin & Mark, Lakeview

Danny and his team were outstanding from the very beginning. Very prompt to respond, and always willing to make you feel at ease during the entire process. This was my first time selling, and I never felt in the dark or unaware of progress. We just closed on our house today!

Wes, South Loop

I worked with Danny and team to sell my Ukrainian Village Condo. As someone who used to be a licensed realtor, I was looking for a team that knew my micro neighborhood and was service oriented. On our first meeting Danny impressed me with his knowledge of the neighborhood, and had actually sold a similar unit across the street. He carries a spirt of service and truly cares for his clients... —and has a non-stop work ethic! The team was incredibly easy to work with and very communicative with minimal disruption to real life (I mean I had to make my bed every day). I sold my place with multiple offers in a matter of days. I'm incredibly pleased and would recommend Danny to anyone!

Shawna, Ukrainian Village

We contacted Danny for both the sale of our previous home and the purchase of our new home. Working with him and his associates through both experiences gave us so much relief and confidence. Not only is Danny knowledgeable and experienced, he is very responsive, prompt, and professional. While his team is excellent and provide many advantages (especially in the sale), Danny always showed up engaged and informed. We were most impressed with his negotiation skills. He was a strong advocate and certainly had our interests in mind. We would definitely recommend him and his associates.

Corey & Heloisa, Avondale

Danny and his team are exceptional to work with. He came as a recommendation and did not disappoint. Throughout, he was extremely responsive and guided me through the process. Danny is a strong negotiator and he exceeded my expectations. Also, his assistant Maria was a pleasure to work with and kept me well informed. This is the team to work with. You will be impressed.

Client, Lakeview

Danny and his team of Cornelius and Maria were beyond helpful throughout the entire process. They were always available to answer all my questions at a moments notice. I highly recommend using Danny and his team for kind, patient, and thoughtful service.

Joel, Logan Square

My husband and I have had multiple experiences buying and selling property; however, our experience with Danny Lewis and team was absolutely the best. From our first visit together, I was confident that Danny was the one to sell my home. After just one week on the market, we received an offer and closed within 30-days. Danny is the best!

Jocelyn, Lakeview

Danny was very eager to help with any questions or issues I had. He walked me the whole property selling process and it was painless. On top of it, he has a team behind him helping me every steps of the way.

Joanne, Edgewater

Danny and his team were incredibly helpful throughout the process of selling my condo. They were there every step of the way to answer questions and ensure I understood all of my options. I had multiple offers on my condo within 2 weeks of listing and got my asking price, so I could not have asked for a better outcome. This was my first time selling and I'm so grateful to have had Danny and his team behind me. I would highly recommend using them if you are looking to buy or sell a home. The process was smooth from start to finish and everyone on the team was kind, thoughtful, knowledgable, and professional.

Colleen, Ukrainian Village

EXPERIENCE MATTERS

CAREER VOLUME TO DATE

\$111,760,255+



YEARS IN REAL ESTATE

8



TRANSACTIONS TO DATE

2 5 7

Numbers as of June 2019

HOMES SOLD FASTER

I properly price homes and get the optimum exposure—finding buyers faster than the Illinois average.

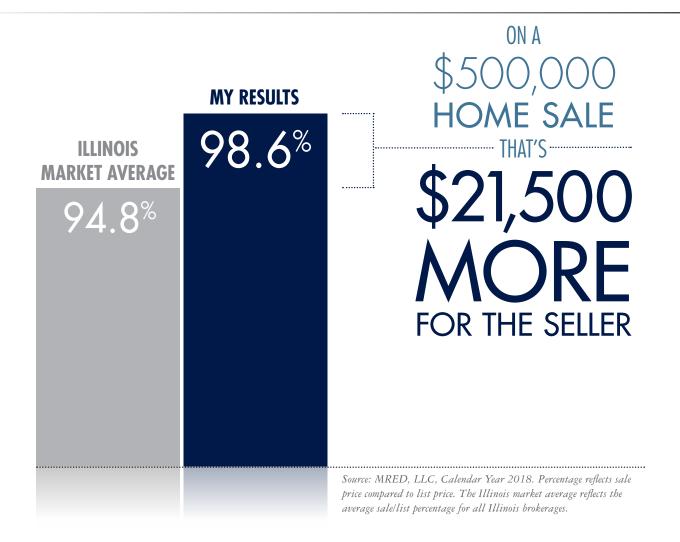


- » MORE NEGOTIATING POWER
- » FEWER SHOWINGS
- » FASTER CLOSE

Source: MRED, LLC, Calendar Year 2018. Days on market reflects the number of days a property is on the market without a price change. The Illinois market average reflects the average days on market without a price change for all Illinois brokerages.

MORE MONEY IN YOUR POCKET

I sell homes closer to asking price, when compared to the Illinois average.



THE DREAM TOWN ADVANTAGE

A ROBUST REAL ESTATE WEBSITE

With over 96% of buyers searching for homes on the internet. Dream Town has created a strong online presence to cater to this need. Our prominent page position on major search engines guarantees maximum exposure for your listing. Dream Town's website receives 35,000 unique visitors weekly—giving your property the exposure it needs to sell in today's real estate market.

PRIME PLACEMENT ONLINE

Our exclusive listings are placed right on the homepage, increasing visibility for your property. When you list with us, your property will also receive a personalized page within the Dream Town website that displays professional photos, a cutting-edge 3D virtual tour, floor plans, and property highlights.

SYNDICATION

Dream Town puts your listing on dozens of popular real estate sites, including ChicagoTribune.com, Realtor.com, Trulia.com, and Zillow.com, grabbing the most exposure possible.

DIRECT MARKETING

Your property will be marketed directly to buyers who actively search for homes like yours. Dreamtown.com has over one million registered site users segmented by area, price point, home type, and other preferences. Your listing is sent via email to every active buyer in the company database whose search criteria matches your home's profile.

LOCAL AND FOCUSED ON YOU

With over 20 years of Chicagoland market expertise and over 400 brokers, Dream Town is large enough to offer a comprehensive suite of services, yet small enough to know you and personally cater to your individual real estate goals. Our brokers offer in-depth knowledge of the neighborhoods, suburbs, sales trends, and price points to help their sellers properly position their property on the market. This knowledge also helps our brokers find buyers their perfect new home.

FEATURED IN THE NEWS





DANNY LEWIS, TOP REAL ESTATE AGENTS IN CHICAGO Virtually Staging Properties • 2019

"Danny strives to provide full transparency and access to his clients. Not only is he available 24/7, but he always has their best interests in mind."



DANNY LEWIS, TEAM LEADER OF THE LEWIS REAL ESTATE GROUP Chicago Agent Magazine "Who's Who in Chicago Real Estate" • 2018

"Specializing in the Lincoln Park, Lakeview, Old Town, West Loop, River North, River West, Ukrainian Village, Roscoe Village, Gold Coast and Streeterville markets, Lewis primarily works with millennials and first-time buyers."



DANNY LEWIS, TEAM LEADER OF THE LEWIS REAL ESTATE GROUP, EXIT STRATEGY REALTY

Chicago Agent Magazine • 2018

"What is your favorite piece of clothing and why? I would say my sock supply of printed footwear. I'm a big fan of pattern socks. They're easy to pair with work suits or jeans while showing off your personality."



DANNY LEWIS: SEEING THE POSITIVE THROUGH THE NEGATIVE

Chicago Real Producers • 2018

"Some of the worst times in our lives can sometimes turn out to be some of the best for our future....Real estate has turned out to be the perfect job for Danny."



TOP PLAYERS IN REAL ESTATE: DANNY LEWIS Estatenvy • 2018

"The Chicago native fell into real estate by chance, but his drive and commitment to client services have helped him to become one of the top agents in the city."



DANNY LEWIS

Chicago Agent Magazine "Who's Who in Chicago Real Estate" • 2017

"In 2016, he closed \$19.4 million in sales. His targeted goal of 2016 was to become the No. 1 agent at his firm, EXIT Strategy Realty, and in addition to achieving that goal, he also ranked as his company's top agent for the entire Midwest region."

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CHICAGO REALTOR DANNY LEWIS SHARES HIS REAL ESTATE TIPS Business Innovators Radio Network • 2016

"Danny is now a top 1% agent in all of Illinois and has consistently been a CAR Top Producer since 2013."



DANNY LEWIS & TEAM JOIN EXIT STRATEGY REALTY: NEW #1 FOR EXIT ILLINOIS

Active Rain • 2015

"I am so excited that Danny and his team of 10 agents chose EXIT Strategy to power the future growth and expansion of their real estate business," stated Libert. "I have admired Danny's commitment to education and mentoring, and our model is a perfect fit."



EXIT REALTY WELCOMES DANNY LEWIS AND TEAM Chicago Agent Magazine • 2015

"With a personal sales volume of \$14 million for 2014, Danny is a new No. 1 agent for EXIT Realty in Illinois. His team's combined volume of over \$20 million are a solid addition to the nearly \$100 million and 1,000 transactions in sales and leasing EXIT Strategy did in 2014."

SUCCESSFUL MARKETING STRATEGIES

- Promote internally through First Look, sharing your listing with all Dream Town brokers before hitting the market
- Property signage to capture car and pedestrian interest
- Professional photography
- In-house videography available
- 3D virtual tours
- Targeted direct mail campaigns
- Professionally designed 4-page brochure
- Luxury property 16-page book (for listings over \$800k)

- Luxury property website (for listings over \$1.25M)
- Targeted Cook County broker email campaigns
- Social media campaign (for listings over \$1.25M)
- Dream Town blog post (for listings over \$800k)
- Prominent exposure on dreamtown.com top spots in search results and highlighted in featured listings section

2725 N KENMORE

6 BED | 5.5 BATH | LINCOLN PARK

2725 Kenmore is a unique single family home that barmoniously blends modernist simplicity, sun-filled interior spaces, and luxury amenities within a bold brick exterior. According to the architect, William Ketcham, AlA: "The goal for Kenmore was to keep the design of the structure simple, minimalist, filled with grand and functional open spaces. We started design development with a perfectly symmetrical floorplant, from which we carved raw square spaces. We decided to punch through the exterior with columns of dramatically oversized windows to flood the space with natural light and bring the neighborhood 'closer'. The simple, elegant, symmetrical interior spaces were then unified by a central, custom-built staircase, highlighted by a dramatic water feature at the base and an expansive skylight at the top, bringing light into the core of the home all day long. The overall aesthetic is one of elegance, symmetry, and swnlight — rich, unique, in harmony with its surroundings."

The clean Norman brick construction features a



EXCLUSIVE LISTING PAGE



DIRECT MAIL



PROPERTY BOOK OR BROCHURE



PHOTOS AND VIRTUAL TOURS

Get your home into perfect selling condition with our comprehensive selection of services including staging, cleaning, and so much more—directly from out list of trusted vendors.

Once your home has been fully prepared, it's presented to online buyers using two effective methods:

Professional Photography—Our partnership with local photography companies means we can bring you the highest quality photos.

Matterport® 3D Tours—Dream Town has partnered with Matterport to utilize groundbreaking virtual technology to create a perfect model of your home that buyers can "walk" through online any time of day, from anywhere in the world.





GET MORE EXPOSURE WITH FIRST LOOK

Dream Town's proprietary First Look technology allows our brokers to share your listing before it hits the market. Think of it as an internal market where our network of nearly 400 brokers is immediately notified of your property.

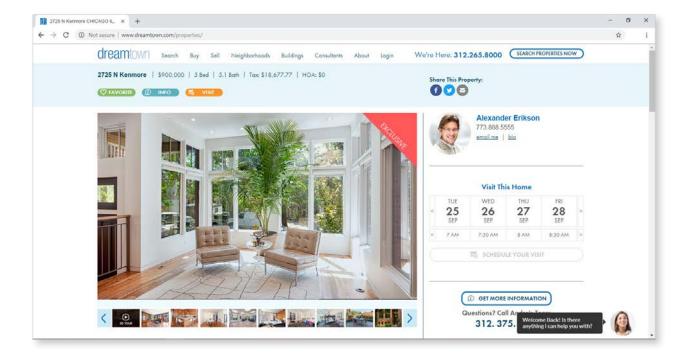
Registered users on the Dream Town website whose search criteria fit your property are also alerted. What's more, with one million registered users, your chances of a quick match are great! First Look increases your listing's exposure and speeds up the sales transaction process with in-house matches. Our First Look tool creates a sense of urgency about your listing before it even hits the MLS!



DIGITAL MARKETING

CUTTING-EDGE PERSONALIZED PROPERTY WEBPAGE

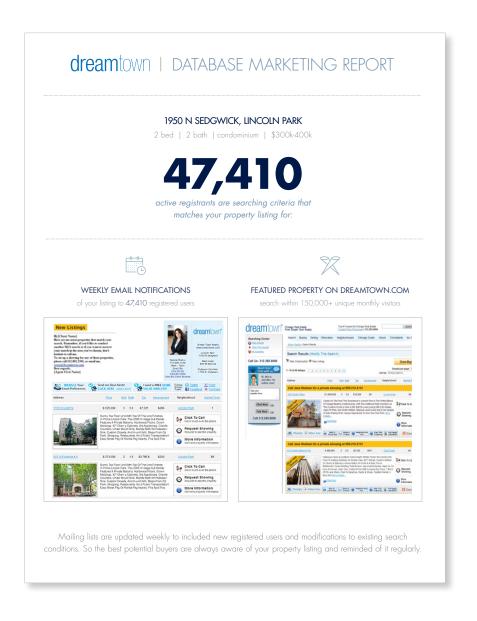
Dream Town's in-house marketing department designs your customized listing page with professional photos, a virtual home tour, 360° street view, links to additional online resources, and more. Your personalized page has prime positioning on our leading real estate website in Featured Properties—the site's most visited page, second only to the Dream Town homepage.



DATABASE MARKETING REPORT

TARGET BUYERS FROM POOL OF OVER 1,000,000 REGISTERED DREAM TOWN USERS

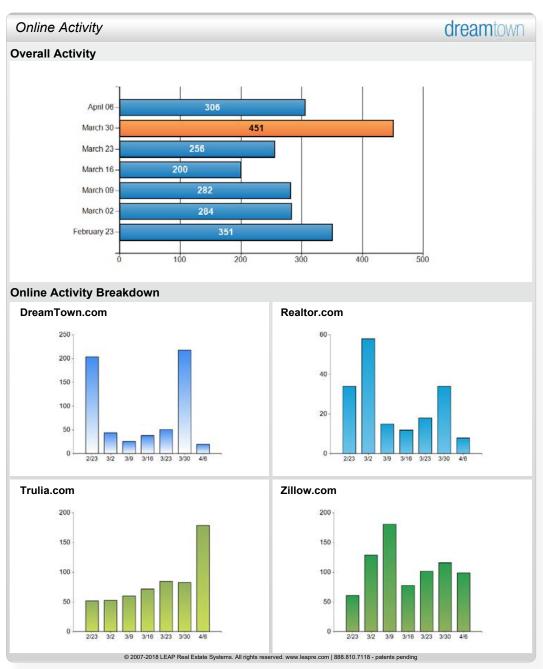
Dream Town's database of over one million users gives you access to a large reserve of potential buyers that are segmented by area, price point, and other buyer preferences. This automated system pinpoints every buyer with interest in luxury homes like yours and sends out tailored emails directly notifying them of your listing.



ADVERTISE AND PROMOTE EVERYWHERE

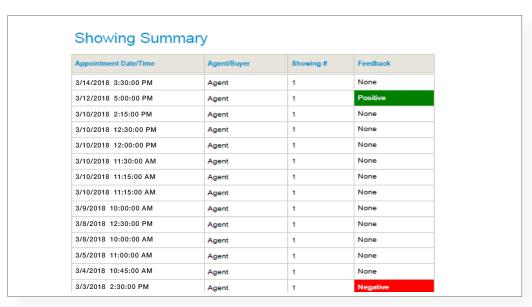
You Tube Google Chicago Tribune HomeFinder realtor.com[®] homesnap **Y**trulia **全Zillow**® hotpads...

REAL-TIME ACTIVITY REPORTS

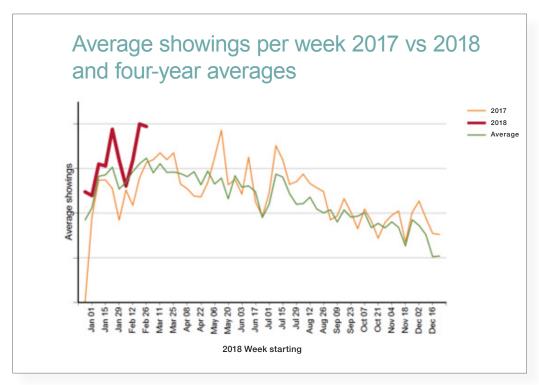


Online activity for your property is monitored to provide you with reports from multiple websites.

WEEKLY REPORTS



Extensive Showing Feedback



Biweekly Detailed Traffic Reports

SELLER TRANSACTION ROADMAP



- REVIEW DETAILS such as property updates, mortgage, balance, and sale goals.
- VISIT PROPERTY to evaluate features for pricing and positioning.
- 3 SET A PRICE to maximize your return on your sale.



I WILL NEGOTIATE THE SALE

- RECEIVE OFFERS and present to seller. I will negotiate on your behalf and execute the final contract.
- 10 COLLECT EARNEST MONEY from buyer to hold with the listing brokerage.
- 11 ATTORNEY REVIEW includes contract review by attorneys and property inspection to determine any issues.



LIST YOUR PROPERTY

- 4 LISTING AGREEMENT & DISCLOSURES are required by law to sell the property. HOA documents should be submitted at this time too.
- 5 PREPARE HOME by cleaning and decluttering for ideal photos and showings.
- 6 PREPARE TO MARKET with a professional photo shoot, floor plan, signage (if applicable), 3D tour, print materials, and direct mail.

- 7 GO LIVE on the Illinois Multiple Listing Service (MLS) and syndicated websites to reach brokers and buyers.
- 8 CONDUCT SHOWINGS to show buyers the highlights of your home.



BUYER FINANCING (IF NECESSARY)

- 12 APPRAISAL is completed by the buyer's lender to determine property value for loan qualification.
- 13 MORTGAGE CONTINGENCY will give the buyer a certain length of time to secure their loan for the home.



- 14 FINAL WALKTHROUGH occurs after seller moves out and often directly before closing to ensure that repairs have been made, property is vacant, and no damage has occurred.
- 15 CLOSING takes place at a title company and typically includes both attorneys, the buyer, and buyer's broker. Seller need not be present.

NEXT STEPS FOR LISTING

LISTING PAPERWORK

- Sign exclusive listing agreement
- Complete all disclosures
- Submit \$495 documentation fee, payable to Dream Town
- Complete listing questionnaire

KEYS

Provide two sets of keys to the building, unit and common areas, along with any fobs or garage openers. If making copies of keys, please test they are in working order.

CONDO DOCUMENTS

Provide the latest budget, all condo rules and regulations, declarations, and the last 12 months of meeting minutes.

STAGING

Staged homes sell 73% faster. Showing the best side of your home will also result in higher bids. Remove excess clutter to make your home more spacious.

PHOTOGRAPHS AND FLOORPLAN

- Schedule a time when your home is clean and organized to take photographs.
- We will work closely with the photographer to take the best photos possible. This will occur
 the week before listing, Monday-Friday from 10am-5pm. You do not need to be home but are
 more than welcome to be present. The process can take 1-2 hours, depending upon the size
 of your property.
- Photo links and floor plan are provided within 48 hours, the link will be emailed to you upon receipt.

SIGNAGE

Once the paperwork is completed a sign, if permitted, will be ordered for installation. Please allow 2-3 business days.

MLS LISTING

Listing goes live on MLS and online search engines.

IMPORTANT DOCUMENTS

ATTACHED

(Condos, Townhomes)

UTILITY BILLS

Gather utility account numbers for the new owner should they need estimates on services or installation notes.

CONDO DOCUMENTS

Collecting the condo docs will provide the necessary rules and regulations for potential buyers to review and keep for the duration of their ownership.

ASSOCIATION

Provide your broker and attorney with the contact information for your condo association, should they need any further documentation or meeting notes.

MANAGEMENT

Provide your broker and attorney with the contact info for your condo's management company to aquire the 22.1 questionnaire.

SECURITY

Provide the contract and contact information for the alarm system.

DETACHED

(Single-family homes, multi-units)

UTILITY BILLS

Gather utility account numbers for the new owner.

WATER BILL

Provide your attorney with your account number.

SECURITY

Provide the contract and contact information for the alarm system.

FROM PREPARATION TO CLOSE

PREPARATION

- Stage home for sale
- Coordinate photography
- Develop advertising plan
- Prepare printed marketing materials
- Install yard sign (if applicable)

MARKETING

- Enter property into Multiple Listing Service
- Launch online advertising
- Dream Town featured property placement
- Real estate community outreach
- Direct marketing campaign
- Showings and open houses

FEEDBACK & EVALUATION

- Progress reports: market updates and feedback per showing (as well as survey feedback)
- Review pricing
- Review website analytics

ACCEPTANCE

All parties agree on price and terms

PRICING YOUR HOME CORRECTLY



IS YOUR PRICE ON TARGET?

The number of showings and offers is an indicator of how buyers react to the price of the property.

- Some showings but no offers Priced 4-6% too high
- Online property views, infrequent showings Priced 6-12% too high
- Online property views, no scheduled showings Priced 12% too high

Source: The National Association of Realtors

TIME IS MONEY

Homes are most appealing within the first 21 days on market. This is when both interest and showings are at their peak. After two to three weeks, demand and interest wane. After this time, more days on market may gives the impression that the property is less desirable than others. One of the biggest misconceptions is that a home will sell for the same price on day 100 as it would on day 30.

Time is money, and the best way to optimize both is to set an accurate listing price from day one. Clients who follow our advice see their properties consistently sell in shorter market times, with higher list-to-sale price ratios.

KEY PRICING FACTORS

A market-based pricing strategy evaluates your home compared to similar properties, taking into account the following factors:

MARKET CONDITIONS

- Supply and Demand
- Market Activity
- Market Time
- Price/Status Changes
- Interest Rates/Credit Availability
- Economic Factors
- Seasonal Demand

PROPERTY FEATURES

- Location
- Room Count
- Square Footage
- Lot Size
- View
- Exterior and Interior Condition
- Desirability of Unique Features

COMPETITION

- Price
- Location
- Market Time
- Features and Finishes
- Condition
- Unique Attributes

GET YOUR HOME READY TO SELL

The most important part of the pre-listing process is making your home the most appealing and compelling home on the market. Here are 6 tips to help you succeed.



REMOVE PERSONAL BELONGINGS

Remove family photos, and toiletries. Remove any built-in items that are not part of the sale.



UPDATE

Fix any broken items like leaky faucets and squeaky doors. Paint your home interior a neutral color to best highlight its features for the buyer. Service all mechanicals.



CLEAN

Wash floors and steam carpets. Dust baseboards, fans, blinds, and other hard-to-reach spots. Re-caulk bath tile and polish faucets in kitchen and bath.



MINIMIZE CLUTTER

Clear off all surfaces such as counters, coffee tables, and dressers. Donate or pack away items to show more available space, especially in closets. Consider storing items or extra furniture in a storage unit.



ORGANIZE

Put all of your closets and items on shelves in order. Look at rooms as a whole and make sure all of the pieces are aligned and picture perfect.



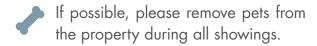
IMPROVE YOUR FIRST IMPRESSION

Cut your lawn, pull weeds, and trim shrubbery around your home's exterior. Replace any loose shingles. Clean your windows and walkway. Plant flowers.

SHOWING YOUR PROPERTY

YOU'RE ON THE MARKET - HOW DO SHOWINGS WORK?





- Depending upon the size of the property, showings can take anywhere from 15-45 minutes.
- I will arrive 10-15 minutes beforehand to turn on lights to make the property warm and inviting upon the buyer entering.

- Once the appointment is complete, I will let you know it's ok to return home.
- You will also receive some initial feedback on how I felt the showing went.
- The buyer's agent will receive an email survey to gather more information (sometimes people are more honest this way). If and when I receive the answers, I will send to you and share the information.

OPEN HOUSES

PROS

- Can be a great way to create demand for a property right after it's listed.
- Allows buyers without agents to access the property OR buyers whose agents are too busy to show the property, to get in.
- Convenient to the seller you can leave for a block of time and be done with showings for that day.

CONS

- Nosy neighbors could stop by.
- Theft could be a potential issue will need to remove valuables. We'll do the best we can to follow people, but it's always a possibility.
- Challenging to pre-screen buyers, some could just be window shoppers and not be qualified buyers.

PREMIUM LISTING PACKAGE

- Staging and design consultation
- Home cleaning prior to photography and closing, if applicable
- Handyman repair service available
- Luxury brochures and website
- Property signage
- 3D virtual tour
- Professional photography and digital enhancement
- Floor plan
- Online exposure on all top real estate consumer websites
- E-blast to more than 8000 local brokers
- Home warranty for owner and

- Pre-market exposure on Top Agent Network to top 10% of all realtors
- Targeted direct mail campaign (approximately 500-1000 homes, cycled twice)
- Exposure on all social media outlets
- Broker's open party serving champagne/appetizers to qualified brokers
- Fresh flowers and candles provided for pictures, open houses, and showings
- Guaranteed attendance at all showings
- Open houses bimonthly (minimum)
- Platinum moving service: Dedicated concierge contact, guaranteed move date with 14-day notice, eco-friendly moving boxes, and 10% discount



HOME WARRANTY

EXPANDED PROTECTION FOR YOUR HOME

COMPLETE COVERAGE FOR YOUR SALE AND YOUR FUTURE BUYER

Get a competitive advantage with a solid warranty that protects both you and your buyer from the unforeseen failures of appliances and home systems. Rest easy knowing your home is covered throughout the time your home is listed and for more than a year of your buyer's new ownership.

- ▶ 13-month comprehensive warranty
- Expanded diamond-level coverage
- ▶ Transferable to buyer, an added peace of mind benefit for potential buyers



HOME PREPARATION

YOUR A-Z HOME FIX-IT SOLUTION

LEAVE THE SMALL DETAILS TO US

Refresh your home with a simple sweep of common maintenance issues. From doorknobs to drains, we'll put a plan in motion to fine-tune all the details. By proactively addressing all minor issues, you'll avoid costly concessions or rushed repairs during the negotiation process.

Our reliable team of insured and bonded handymen will set to work to ensure repairs that lead to the best offers. The list below represents issues that frequently arise, and are included in the program. Additional items may be included at an additional cost.

ELECTRICAL*

- Replace burned-out light bulbs throughout home
- ▶ Install GFCI-protected receptacles
- Cover exposed light bulbs in closets with glass domes
- Add insulation around air conditioning condenser supply line
- Replace broken dimmer switches
- Reverse polarity on outlets
- Replace cracked outlet and switch plates

PLUMBING*

- Repair minor faucet and drain leaks
- Replace high loop in the dishwasher drain line
- Secure toilet bowls
- Replace sink and tub water stops

OTHER*

- Align closet doors
- Adjust interior doors to open and close properly
- Clean, remove, and replace bathroom and kitchen caulk (as needed)
- Change furnace filter

^{*}Materials purchased at owner expense

STAGING

DRESS FOR SUCCESS

Dream Town has proven success with home staging. Buyers will pay more for a property where they can envision themselves at home.

ADDRESS





Staged

ADDRESS





Staged

ADDRESS





Staged

BUYER TRANSACTION ROADMAP

12. CLOSING

Your attorney and I will be at the closing to walk you through each and every document and answer any questions you may have. Ownership will be transferred to you and you'll get keys to your new home!

1. GET PRE-APPROVED

Determine how much you want to spend, by talking to a trusted mortgage lender.

2. SET UP A SEARCH ONLINE

I will customize a search for you, pulling the most upto-date information available on the internet from the Multiple Listing Service (MLS), the central database for all real estate information.

11. FINAL WALK THRU

Typically the day before or morning of closing, we do a final walk through that lasts 15 minutes to make sure everything is in the condition you first saw it in and previously requested repairs were made.

10. CLEAR TO CLOSE

Lender has cleared all the conditions and is now ready to go to closing.

9. SECURE PROPERTY INSURANCE

Homeowners or condo insurance is necessary and it compensates you for losses to your home and your possessions inside it.

8. UNDERWRITING & PAPERWORK

Lender works with a title company to handle all of the paperwork and make sure that the seller is the rightful owner of the house you are buying.

7. APPRAISAL

Lender will arrange for an appraiser to provide an independent opinion of the value of the property.

6. ATTORNEY REVIEW

Attorneys for each party review the contract and make suggestions for changes to protect their clients.

3. PRIVATE SHOWINGS

Once you find interested properties, I will schedule a day and time to go for a private tour.

4. SUBMIT AN OFFER

Once you find a property you love, we will write up an offer. I will pull comparable properties to determine an offer price. This can be done over the phone, in person or by email with DocuSign.

5. HOME INSPECTION

Offers are typically contingent on a home inspection of the property by a licensed professional to check for signs of structural damage or things that may need fixing.

WHAT YOU'RE LOOKING FOR



Close to Public Transportation · Highway · Lake · Parks · Shops/Restaurants



SIZE

Number of Beds · Baths · Square Footage Simplex · Duplex · Large Building or Intimate



FEATURES

Hardwood · Natural Light · Updated Kitchen Dishwasher · Washer/Dryer In-unit Outdoor space · Parking



STYLE

Traditional · Contemporary · Vintage Loft · Mid-century

1	6
2	7
3	8
4	9
5	10

Do you have any pets?

⊔ Cat(s)	(number:)	
□ Dog #1	(breed:	weight:
□ Doa #2	(breed:	weiaht:

BUYER'S PURCHASING POWER

Principal & interest payments rounded to the nearest dollar amount

INTEREST RATE -			MONTHLY PAYMENT		
5.25%	\$2,761	\$2,692	\$2,623	\$2,554	\$2,485
5.00%	\$2,684	\$2,617	\$2,550	\$2,483	\$2,415
4.75%	\$2,608	\$2,543	\$2,478	\$2,412	\$2,347
4.50%	\$2,553	\$2,470	\$2,407	\$2,343	\$2,280
4.25%	\$2,460	\$2,398	\$2,337	\$2,275	\$2,214
4.00%	\$2,387	\$2,327	\$2,268	\$2,208	\$2,148
3.75%	\$2,316	\$2,258	\$2,200	\$2,142	\$2,084
purchase price →	\$500,000	\$487,500	\$475,000	\$462,500	\$450,000
	buying → power	-2.5%	-5%	-7.5 %	-10%

WHAT TO EXPECT UPON CONTRACT

Once both the buyer and seller have signed the contract, the contract acceptance date is DAY ONE of the attorney review period and the clock begins

CONDO DOCUMENTATION PROVIDED (IF APPLICABLE)

- It's the seller's responsibility to provide the following documentation to the buyer for their attorney's review:
- Condo Declarations, By-Laws
- Meeting Minutes of the last 12 months
- Current Operating Budget
- Rules and Regulations
- Sales Packet

EARNEST MONEY CHECK RECEIVED & DEPOSITED

 Typically \$5,000 initial deposit and 5-10% additional upon completion of the attorney review and inspection period of 5 business days

HOME INSPECTION SCHEDULED AND PERFORMED

- Both Buyer and Seller's agents and inspectors will be present.
- Owner will not be present at this time
- Allow 1-2 hours, depending upon the size of the home
- Upon completion, will provide a summary of how the inspection went. We are not privy to the report or requests for repairs, this information will be provided through attorneys. Please allow 1-2 business days for the buyer's attorney to send correspondence.

ATTORNEY REVIEW

- Buyer's attorney will review all condo decs, bylaws and budget information for potential issues
- Completion of attorney review/inspection
- Additional earnest money due

WHAT TO AVOID WHEN BUYING A HOME



CHANGING IOBS

Stay in your current job. Changing your work life creates more to worry about and may hinder financial stability.



BUYING A CAR

A big purchase like this will use up credit you'll need for your down payment on a new home.



SPENDING SPREES

Keep your balance low and don't fall behind on payments to keep your credit in good standing.



MAKING LARGE DEPOSITS

Always check with your loan officer before depositing large sums of money.



BUYING FURNITURE

Wait to furnish your new home until you've moved in. Buying big ticket items will increase your debt-toincome ratio.



CO-SIGNING A LOAN

This protects you from having to make any unexpected payments that could hurt your credit.



CREDIT INQUIRIES

Keep your credit in good standing to avoid inquiries that could affect your score.



CHANGING BANK ACCOUNTS

Keep your money in one place so you can access it quickly and show a history of account stability.



MOVING INVESTMENTS

Shuffling your money around may show lenders account instability, it's better to keep your money where it is and let it season.



SPENDING CLOSING MONEY

Don't forget that you'll be responsible for some of the closing costs. Make sure to set aside funds for closing costs.

CLOSING COSTS BREAKDOWN

ITEM	TYPICAL COST	WHO PAYS
Inspection	\$350–1,500	Buyer
Appraisal	\$300–600	Buyer
Lender Origination Fee	\$995–1400	Buyer
Tax Service	\$85–200	Buyer
Settlement Closing	\$1800-2300	Buyer
Buyer's Title Insurance	\$500–1000	Buyer
Interest Per Day	Loan Amount x rate/365	Buyer
Escrow Taxes	1–5 months (if applicable)	Buyer
Escrow Insurance	1–5 months (if applicable)	Buyer
Chicago City Transfer Tax*	\$7.50 per \$1,000	Buyer
Commission	7%	Seller
Documentation Fee	\$495	Seller
Seller's Title Insurance	\$500–2,500	Seller
State Transfer Tax	\$1.50 per \$1,000	Seller
County/City Transfer Tax	\$3.00 per \$1,000	Seller
Survey	\$500-1,000	Seller
Property Tax Proration	105–120% of last tax bill	Seller
Attorney's Fees	\$600–800	Each pays own
Recording Fee	\$75–250	Seller and Buyer

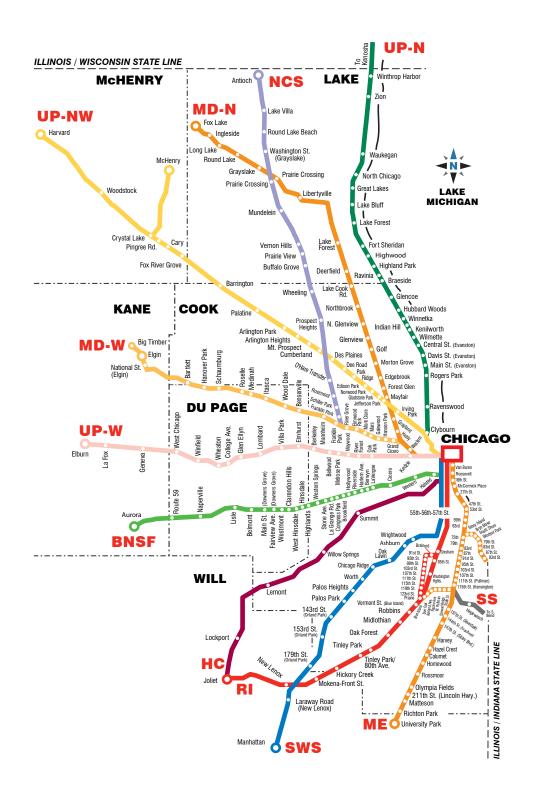
^{*} All costs are estimated, please consult lender and attorney for exact figures.

CTA MAP

Central
Noyes
Foster **Downtown Inset Davis** ₭ Dempster
Main
South Bl Skokie 🛮 🖪 South Blvd between elevated Howard 🕡 🚨 🖭 Jarvis
Morse
Loyola
Granville YELLOW LINE **BROWN LINE** Randolph Bryn Mawr imball P 🕾 ranciscoほ Washington Washington (edzie 🖪 🔣 ockwel 🖪 Vestern 🖪 Berwyn Madison Argyle Lawrence Wells St. Monroe Wilson
Sheridan
Addison **■** Jefferson Parl se card **Montros** Adams 🕡 Quincy **▲ Irving Parl** Irving Park **Addisor** Addisor Van Buren St. **™** Wellington Green Line Blue Line **■Logan Squar** Californi Congress Pkwy Fullerton 🕡 **■** Armitage Sedgwick 🗷 Division Clybourn Centra 🕾 Oak Park Division Austin Chicago ■ Forest Park BLUE LINE & Polk Roosevelt 🕡 🕹 **遇 18th** PINK LINE ermak-Chinatown Cicero Kostner Pulaski ☑Central Park Kedzie Kedzie Map Not to Scale Halsted P & T Free connection between routes Ashland & Sox-35th-Bronzeville-IIT 🖪 Accessible station 35th/Archer 🛚 🖪 Indiana 😃 ● 43rd 🗷 P Park & Ride Lot P & Kedzie ● 47th 👪 ● 51st 👪 &47th ● Rush periods only P & Pulask Western P & Garfield Garfield 👪 🖪 GREEN LINE (East 63rd Branch) O Midway P 🕹 GREEN LINE boarding inbound only King Dr M Halsted (Ashland ■ Ashland/63rd & 69th Map © 2009 Chicago Transit Authority September 2009 ₫79th Cottage 87th 图95th/Dan Ryan

METRA MAP

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MOVING CHECKLIST

DONE	6-8 WEEKS BEFORE	NOTES
	Get estimates for movers or rental truck	
	Schedule movers or rental truck	
	Determine furniture layout for new home	
	Make inventory of household items	
	Arrange for school transfer	
	Ask for doctor and dental referrals; arrange for transfer of medical and dental records	
	Fill out change-of-address with post office at usps.com	
	Clean out all closets and drawers	

DONE	4-6 WEEKS BEFORE
	Get packing supplies: boxes, packing paper, tape, and markers
	Have garage sale/donate unwanted items
	Arrange for carpet and drapery cleaning
	Arrange for house cleaning
	Gather and clean outdoor furniture
	Arrange for move of pets
	Schedule utilities transfer:
	Transfer electricity
	Transfer gas
	Transfer water/sewer
	Transfer telephone, internet, and cable
	Transfer garbage/recycling
	Arrange for transfer of homeowner's insurance
	Begin packing
	Make travel arrangements

MOVING CHECKLIST (CONTINUED)

DONE	2-3 WEEKS BEFORE	NOTES
	Set aside critical documents and items	
	Transfer prescriptions	
	Change address:	
	Family and Friends	
	Newspaper/Magazines	
	Bank accounts	
	Health, life and auto insurance policies	
	Credit card bills	
	Employer	

DONE	1-5 DAYS BEFORE	NOTES
	Defrost freezer	
	Empty ice maker and ice cube trays in case of power shutdown	
	Use or dispose of food, cleaning supplies, and hazardous materials	
	Confirm travel arrangements	
	Confirm arrival time of movers/pick-up time of rental truck	
	Have payment and snacks ready for movers	
	Return cable box/modem (if necessary)	
	Organize keys	
	Clean house	
	Finish packing	
	Prepare food for moving day	

DONE	MOVING DAY	NOTES
	Disassemble beds	
	Double-check that all cupboards, closets, dishwasher and other appliances are empty	
	Give movers tour and instructions for what is being moved	

PARTNERS AND RESOURCES

MORTGAGE LENDERS

Guaranteed Rate

Contact: Joel Schaub Office: 773.654.2049

Email: Joel.Schaub@rate.com Website: rate.com/JoelSchaub

HOME INSPECTION

Home Advantage Inspections

Contact: Leon Mann Email: leon@haipro.com

Chicago Home Inspection

Phone: 773.386.7988 (Nick)

Good Inspection Home Inspection

Phone: 844.843.4744

Household Inspection Team

Phone: 773.388.9000 Website: weinspect.com

REAL ESTATE ATTORNEYS

Tharp & Associates, Ltd

Contact: Brian J. Tharp
Office: 847.787.7000
Fax: 877.650.3831

Email brian@tharplegal.com
Office: 102 North Evergreen

Arlington Heights, IL 60004

Ryan Law Group

Contact: Deanna Ryan Mobile: 630.330.4017 Office: 773.687.9064

Email: deanna@dsryanlaw.com

Chicago Real Estate Attorney

Contact: Dennis Ansong, J.D. Mobile: 949.735.1317

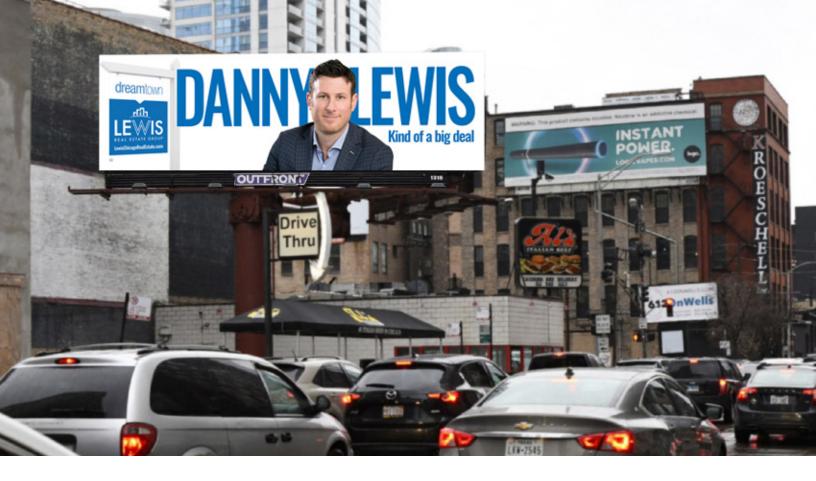
Email: dansong@chicagorealestateatty.com

David Frank, Attorney at Law

Office: 773.255.6499
Fax: 425.928.4061
Email: david@frankesg.com

SCHOOL RESOURCES

greatschools.net chicagoschooloptions.com



DANNY LEWIS

773.988.9092

LewisChicagoRealEstate@gmail.com LewisChicagoRealEstate.com



EVANSTON: 1567 MAPLE | CITY-NORTHWEST: 7280 W DEVON | LINCOLN PARK: 1950 N SEDGWICK | LINCOLN SQUARE: 4553 N LINCOLN | WEST LOOP: 849 W MONROE



