



**JOHN IRWIN**  
**JACKIE LAFFERTY**  
CHICAGO REAL ESTATE



**SELLER'S GUIDE**

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LIST, FIND, SHOWCASE AND NETWORK.  
BETTER AND EASIER THAN EVER.

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Why Irwin, Lafferty and Baird & Warner?

Because simply put, we bring a lot of serious advantages to the table  
And we are looking forward to putting all of them to work for you.

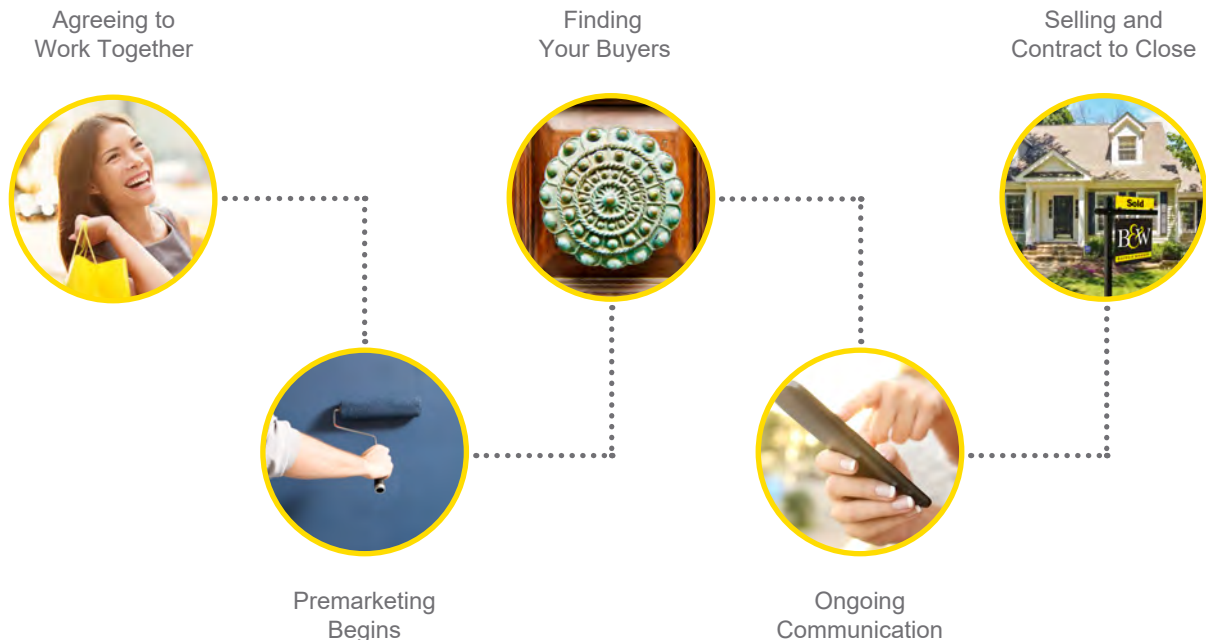


## | WITH YOU EVERY STEP OF THE WAY

We know how important selling your home is to you and how stressful it can feel. Which is why from listing and preparing your home to negotiating an offer and closing, we'll be there every step of the way. Making things easier to navigate at every point. And at every point, the next move is always determined by what you're hoping for and what you should rightly expect. Count on it.

That's how we've earned the respect of our clients and the respect of the Chicagoland brokerage community. It's why Baird & Warner homes are likely to be shown more often.

### Here's a basic look at how things will go





# YOUR HOME WILL BE LISTED ON CHICAGOLAND'S #1 REAL ESTATE WEBSITES



LEADING REAL ESTATE COMPANIES OF THE WORLD\*



Best Brokerage Website  
Chicago Agent magazine



### BairdWarner.com

Our Baird & Warner website's #1 for a reason. With over 250,000 registrants, it gives you a buyer- seller community no one else can offer.

And with our exclusive Pricing Tool, we can help determine the right price point to market your home.

### IrwinLaffertyRealEstate.com

Stay on top of what is happening in the real estate market with our current market analysis, interactive charts and latest market updates.

### Baird & Warner Pricing Your Home



Baird & Warner's Exclusive Previews notify buyers when homes that fit their criteria hit the market. This system houses the largest database of active homebuyers in Chicagoland. Before your home officially goes on the market, a notification will be sent to all registered buyers who have indicated that they're searching for a home like yours.

**Your home:**

- Is located in La Grange, IL, 60525
- Is a House
- Has 4 bedrooms and 3 bathrooms

Price Options	\$400,000	\$450,000	\$500,000
Exclusive Preview Alerts	1,074	922	943

**What do these numbers mean?**

- At a price of \$400,000  
1,074 active buyers are subscribed to get updates and would receive the notification.

- Home
- Market Analysis
- Featured Homes
- Buyers
- Sellers
- About Us
- Contact

# CHALLENGES & OPPORTUNITIES IN NORTH SIDE REAL ESTATE

March 2023 Market Analysis For Chicago's North Side

## TARGETING BUYERS INTERESTED IN HOMES LIKE YOURS

There are many real estate websites: however, the Multiple Listing Service (MLS) is the mainstream property database where virtually all homes are listed. But with Baird & Warner, before your home goes in the MLS, it's sent to our very own select list of prime buyers. Which means, they get an up to 72-hour Exclusive Preview, and you get the advantage of a targeted, high-potential audience.



**Baird & Warner**  
REAL ESTATE

### Exclusive Preview

A new property matching your criteria is about to be listed.

Hi,  
This email gives you up to 72 hours advance notice before the public listing of this property. Since this property meets your HomeFinder criteria, we are sending you information and an invitation to see it before other buyers.



**1581 CLEMSON DRIVE  
NAPERVILLE, IL 60565**

\$425,000 | House  
4 Beds | 2.1 Baths

[Full Property Details](#)

LOVELY! Bring your buyers to this well maintained home situated on an end street. The kitchen has been updated and has all black appliances, granite and tons of cabinet space. The kitchen is open to the family room for great entertaining. Dining room and living room are perfect for formal entertaining. Four large bedrooms upstairs all with hardwood floors and partially finished basement with a bedroom and office. 2 car attached garage. Enjoy this spring L...



**John Irwin & Jackie Lafferty**  
Lincoln Park  
IrwinLaffertyRealEstate.com






We also support thousands of buyers registered with BairdWarner.com using our HomeFinder service, providing real-time email alerts about any properties meeting their specific interests, like your home.

## HOMEFINDER

Your Search titled Map Search Saved Search returned 41 new listings.



Hello Jan,


Below you will find the latest properties that match your HomeFinder criteria.

Please remember, we are here to help you every step along the way. If you have additional questions, feel free to contact us by responding to this message.

We look forward to working with you!

Kind Regards,  
Steve Baird  
Home Office  
Baird & Warner Real Estate  
Direct Phone: 888.661.1176

**Just Listed**



**2808 West North Avenue 1E**  
**CHICAGO, IL**  
Offered at \$599,900  
5 Bed 3.1 Bath  
MLS#: 09159111

## YOUR HOME WILL HAVE ITS VERY OWN WEB ADDRESS

We give each home listed with us its own destination website. It features a photo gallery of your home, property details, custom links, a unique web address, and my contact information.

And, no matter where a buyer sees your home — it will always look its best.

629westsheridanroad1c.bairdwarner.com

**629 West Sheridan Road 1C**  
CHICAGO, IL 60613

**\$269,900**

ACTIVE SHARE PRINT

**2** BEDROOMS    **1** BATHROOMS    **1 Car** GARAGE    **3/8/2018** LIST DATE

PREQUALIFY    REQUEST INFO    SCHEDULE A SHOWING

Come home to this stunning, renovated 2 bedroom condo in Lakeview just 2 blocks to the lake! Step in and say wow as you see the attention to detail thru-out this renovated condo: from the hardwood flrs thru-out, to the updated kitchen + bath (new photos coming soon), to the built-ins + crown molding, there's nothing to do but move in! Spacious & bright LR (space for dining table) has pretty views of the garden next door. The best part is your XL pvt deck, perfect for outdoor fun + complete w/roof so you can be outdoors no matter the weather! Huge pvt storage rm could double as art studio, plus bike storage. Both bedrooms fit king sized beds, and master enjoys a walk-in closet. Rental pkg options nearby, central air, rare wood burning fireplace...plus laundry on-site in this intimate bldg. Conveniently located near Whole Foods, lakefront path, Lake Shore Dr, Wrigley, golf course, tennis courts, Beach, dining, shops + Red Line/CTA express buses. Cats welcome, Sorry no dogs. Welcome home!

**Details**

Interior +

Exterior +

Additional Details +

PRESENTED BY **John Irwin**  
Direct 773.697.5555  
Cell 773.294.8664  
VISIT MY WEBSITE

LISTING OFFICE **Baird & Warner**

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All information provided is deemed reliable but is not guaranteed and should be independently verified. School assignments are subject to change. Please consult with the appropriate school system for student assignment.

Disclaimer: The data relating to real estate for sale on this web site comes in part from the

Share on social media

Multiple professional photos

Prominent ways to engage interested buyers

In-depth property description

Comprehensive listing details

Community and school information

Contact information for instant access





And, to make it easier to stay in front of them, we've created an online retargeting program called Listing Leader. This exclusive feature reminds buyers of your property long after they've navigated away from the listing.

Listing Leader follows interested buyers who have viewed your property website to over six million popular consumer websites, with an interactive display ad showcasing your home.

### Interactive Display Ad

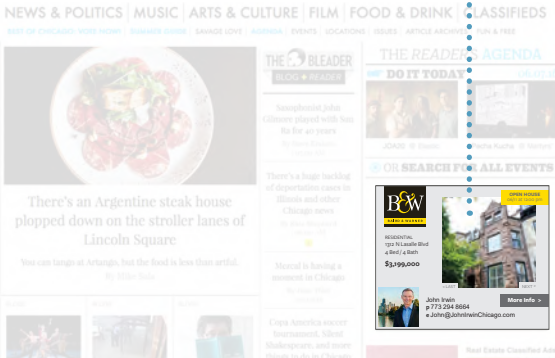
Displays key property details, including price and address

Includes special features, like open house information date and time

Showcases your home to interested buyers for 30 days on over 6 million websites

Links back to your property's website

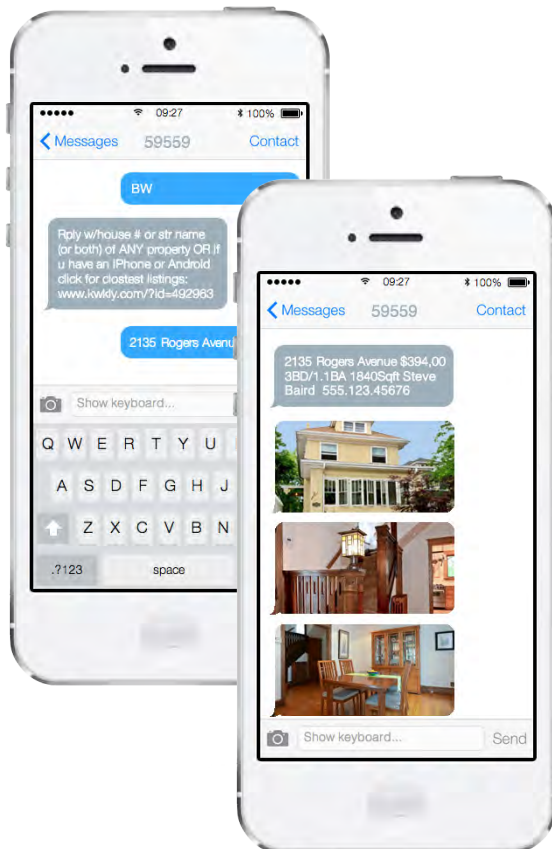
Provides contact information for instant access



## INFO AND PHOTOS VIA TEXT MESSAGE

Picture a potential homebuyer who is standing in front of your home and can't wait to learn more about it. Well, now they don't have to. By just texting "BW" to 59559, they can receive property information and photos via text message instantly.

So much easier. And everyone that texts about your property is tracked and contacted by us or someone on our team in under five minutes. With over 30,000 inquiries per year, that's a lot of conversations with would-be buyers.



For instant pricing, info & photos  
**TEXT BW TO 59559** 



**John Irwin  
Jackie Lafferty**

## EMAIL MARKETING TO COOPERATING BROKERS

In addition to personally contacting the broker community, another way Baird & Warner helps us target beyond the MLS, is through smart emails aimed at agents who have actually sold homes in your neighborhood in the last few months to a year.



OPENHOUSE

[2145 North Dayton Street CHICAGO, IL 60614](#)

\$3,795,000

7 Bed | 5.2 Bath | Residential | Detached Single | MLS# 09032310

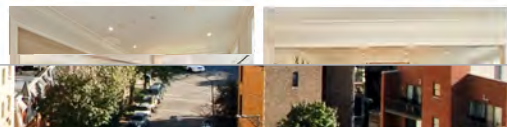


**Home Tour**  
Sun, Mar 13 @ 12:00PM

### Description

Lincoln Park home on extra-wide/corner/33x125 lot. Built by LG Construction Group. Custom carpentry/millwork/finishes thruout. Features exotic stone/designer fixtures. 4" white oak rift HWD floors. Mahogany front double door. Grand marble foyer w/built-in armoire. Bright/open LR/DR. Limestone FP w/smoked glass mantel. Gourmet eat-in kitch/butler's pantry/2 desks/quartz countertops/island w/breakfast bar. Sub Zero refrigerator & freezer/dual Miele dishwashers/six-burner Wolf range, oven & convection oven. FR w/quartz FP. 4 bedrooms on 2nd level. Master suite w/2 WICs/ balcony. Spa marble bath/dual vanities/soaking tub/steam shower. 3rd flr landing w/wet bar/den/guest bedroom. Lower level features 2 additional beds/rec room with built-in bar area/wine room/play room/mud room/tons of extra storage. Spectacular outdoor space-yard & patio off FR/garage roof top deck. Balcony off master. Covered deck/roof top deck off 3rd level. 3 HVACs. Detach heated 3 car gar.

### Full Property Details





**JOHN IRWIN  
JACKIE LAFFERTY**  
CHICAGO REAL ESTATE

## | WE'RE LOCAL AND GLOBAL

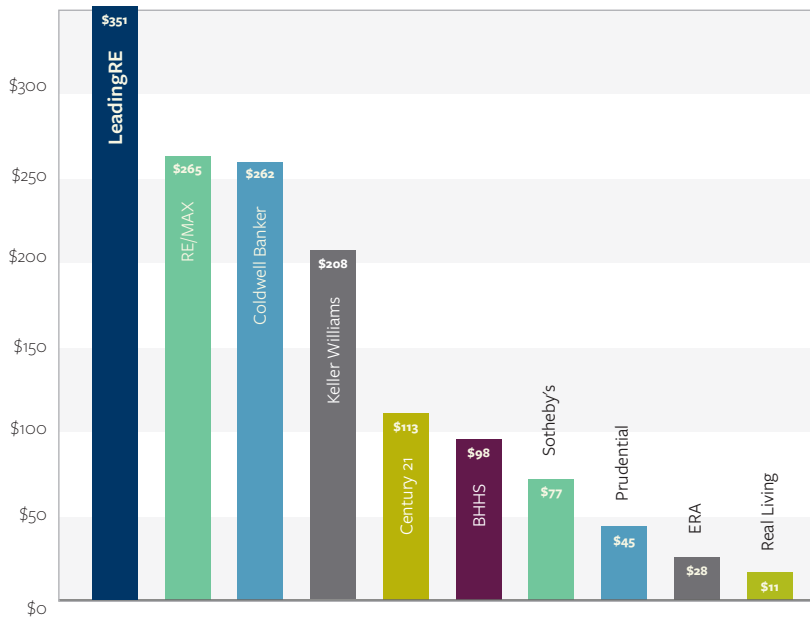
We know your local area like no one else because we are Chicagoland's original brokerage. And, over the years, we have also become the most connected brokerage, helping buyers and sellers move across the state, the country and the world. In fact, we're not just a founding member of Leading Real Estate Companies of the World,<sup>®</sup> we're the only Chicagoland brokerage to have been awarded their prestigious RELO Quality Certification



What does this mean to you?  
LeadingRE® is the largest network of top independent residential real estate companies, connecting our relocation team with hundreds of people transferring to

Chicagoland each month. That's a lot of interested home buyers that we want to turn into happy homeowners.

**More Annual U.S. Home Sales Volume than Any National Real Estate Brand**  
(in billions)



Source: Actual member statistics for LeadingRE and estimates for other networks using average sales units per broker associate and average sales price for firms in each respective network from published sources.

More than one million transactions and sales at \$314 billion annually

Well over 550 firms with 4,000 offices and 126,000 associates

Homes sold in more than 70 countries



## ALL THE PROFESSIONAL MARKETING YOU'LL NEED

Marketing a home is different for each property, neighborhood and community. But what's true across the board, is that you want the highest quality materials to attract the most interest.

With our exclusive Marketing Services department, we have access to in-house

professional quality design and production, and a support team that has our (and your) back to make it happen. Brochures, ads, emails, postcards, videos and more. Perfect every time.





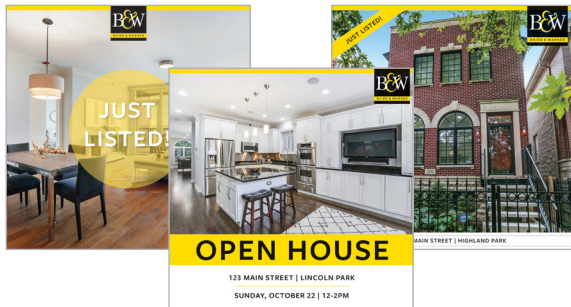
**B&W** 118 East Erie Street, 26A  
CHICAGO, IL 60611



118 East Erie Street, 26A  
CHICAGO, IL 60611

Foldover Brochure

Social Media Graphic



**OPEN HOUSE**  
123 MAIN STREET | LINCOLN PARK  
SUNDAY, OCTOBER 22 | 12-2PM



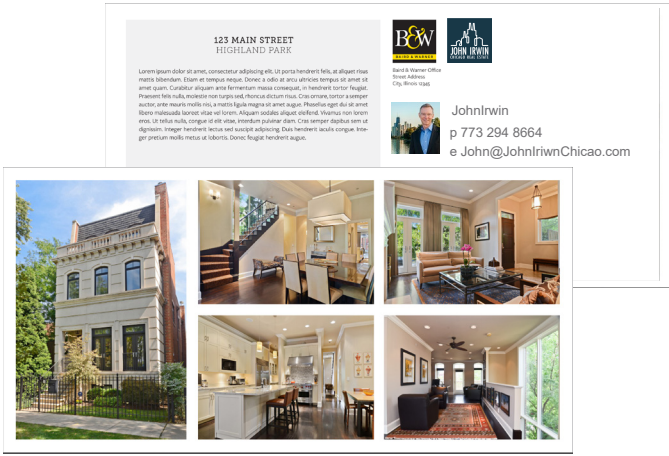
118 East Erie Street, 26A  
CHICAGO, IL 60611

Jackie Lafferty  
Jackie.Lafferty@bairshowyer.com

\$2,450,000 LISTED | \$5,753 PER SQ FT | \$3,865 PER MONTH



Flyer



123 MAIN STREET  
HIGHLAND PARK



John Irwin  
p 773 294 8664  
e John@JohnIrwinChicago.com

Postcard

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## LET'S GO BEHIND THE SCENES

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The true Irwin Lafferty difference is that we have so many advantages built into the whole process — making the business of showing and selling your home easier, smarter and more seamless at every step.

Let's take a crash course in the basics of staging, showing and selling. These are things that almost any agent will do for you. Just not as well as we can with Baird & Warner behind us.





## STAGING

The first phase is all about getting your home ready for prime time. What happens here can have a big impact.

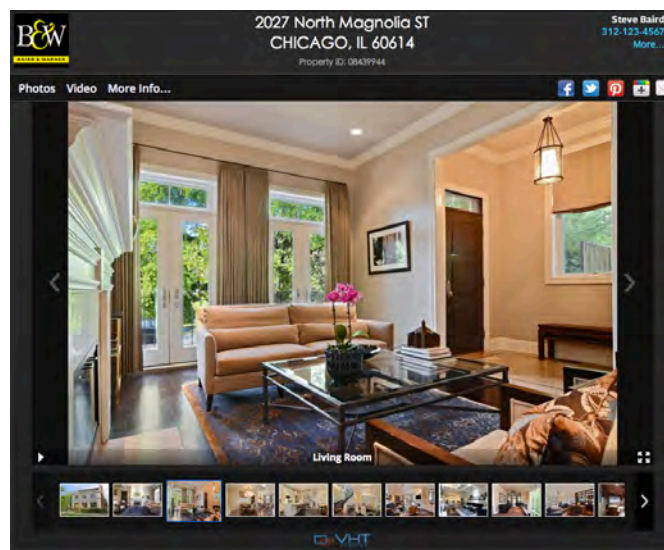
- Cleaning, positioning furniture to highlight your home's best features, and knowing how to focus any upgrades you might need to make, are all part of our presentation. And there's more strategy to this than you might think.
- Once it's camera-ready, We'll bring in a professional photographer for the actual shoot. Some agents may take pictures themselves, but this is your home's first impression and we have to make it count.



Before



After





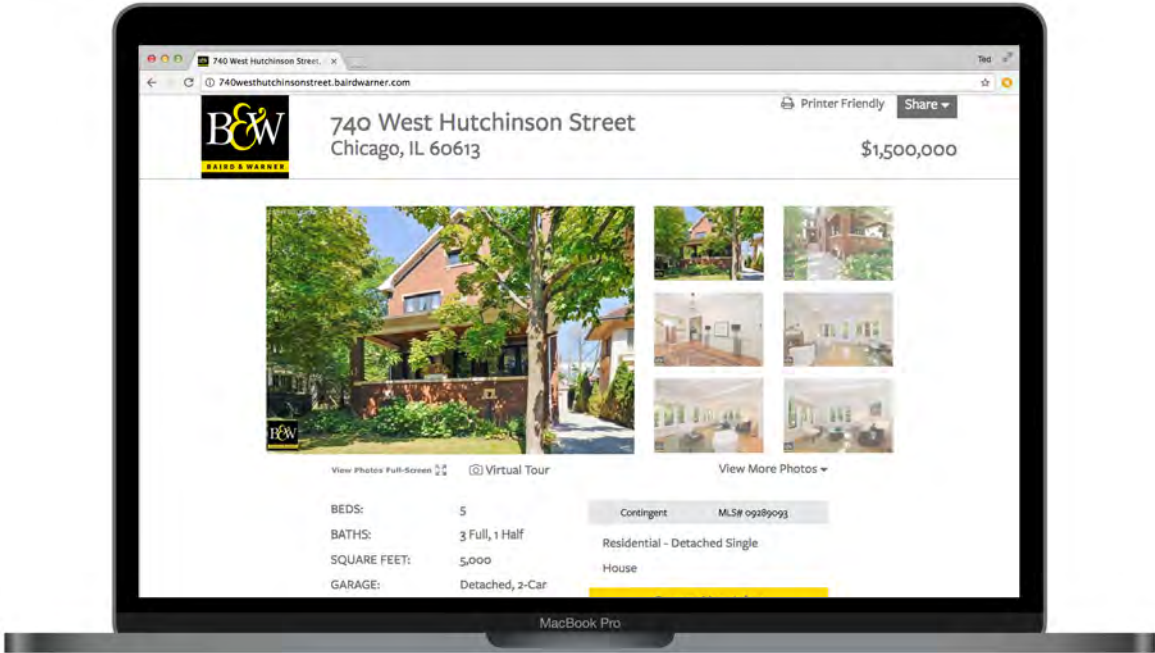
## BROADCASTING

This is where your home goes live. Think of it as building presence for your home, online and off.

- First step is online syndication — making sure your home is on display across key real estate websites.



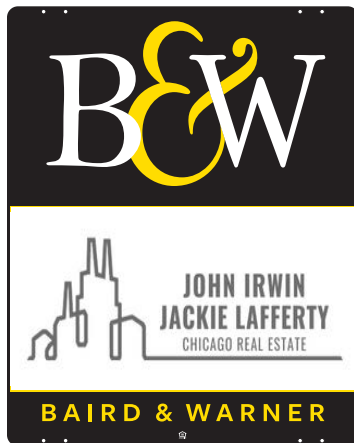
A network of more than 16,000 sites!





## SHOWCASING


- Next is the sign out front — it may be one of the oldest techniques in the book, but that's because it works.
- Then comes the walk-through itself — we use Baird & Warner's Appointment Center tool for flawless scheduling on your terms, and to communicate about all in-person showings.




## EVALUATING

It's technically all part of selling your home, but this is where we're actually watching your home's performance and evaluating our strategy.

- Easy-to-understand Seller Reports emailed to you will keep you up to speed on the activity of your home.



**HOME SELLER REPORT**  
1013 Elizabeth



**JANUARY 17-30, 2016**

**3 SHOWINGS**

**22,000**  
ONLINE VIEWS

**188**  
B&W HOMEFINDER  
ALERTS\*

\*B&W registered users who've received an email notification about your property during the report time period.

In this email you will find an update of the online performance, showing and marketing activity for your property. As always, if you have any questions, please don't hesitate to reach out to me.

**SHOWINGS**

**Jan. 18, 2016**  
Great curb appeal but wish there was more landscaping in the front yard. Backyard was a nice size...

**Jan. 20, 2016**  
Absolutely loved the home, want to put in an offer but it might be out of their price range.

**Jan. 23, 2016**  
Were hoping for larger bathrooms. Kitchen was the best they've seen. They're considering making an offer.

**ONLINE VIEWS**

Website	Impressions
B&W Syndication Network*	12,000
BairdWarner.com	10,000
<b>Total</b>	<b>22,000</b>

**OPEN HOUSES**

Date	Comments
January 24, 2016	15 people attended and 3 interested buyers. Sent follow-up email and calls to all attendees that evening.

**ADDITIONAL ACTIVITIES**

**Marketing: Contacts** January 17, 2016  
Sent 200 'Just Listed' eCards to contact database.

**Marketing: Move-up Buyers** January 17, 2016  
Sent 100 postcards to potential move-up buyers in neighboring area.

## NEGOTIATING & CLOSING

- Smart negotiation is about more than knowing the value of your home — it's about knowing your buyer's considerations, where the leeway exists for give and take, and even the role timing can play. That's where we come in.
- Rest assured that we will be with you every step of the way, and with a thoughtful plan in place, we'll make the closing process that much easier.





**JOHN IRWIN  
JACKIE LAFFERTY**  
CHICAGO REAL ESTATE

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LET'S TALK ABOUT  
WHAT WE JUST TALKED ABOUT.

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**Agreeing to Work Together**

- Form our team



**Premarketing Begins**

- Prepare your home
- Take photographs
- Create marketing materials
- Add listing to Private Listing Network
- Send Exclusive Previews to buyers
- Provide a timetable



### Finding Your Buyers

- Go 'live' on the MLS
- Put up signs with texting rider
- Handle text leads with my team
- Launch IPW and Listing Leader
- Trigger HomeFinder alerts
- Target agents with eblasts
- Match buyers via the MLS
- Send 'Just listed' announcements
- Leverage my personal network
- Schedule broker tours and public open houses

### Ongoing Communication

- Use Appointment Center
- Monitor competition
- Review pricing strategy
- Share Seller Report
- Negotiate on your behalf



### Selling and Contract to Close

- Navigate inspection issues
- Meet the appraiser
- Manage the details
- Sign paperless documents
- Celebrate your closing

Time to Make Your Move.



**THERE ARE OVER 11,000 REALTORS SERVING THE CHICAGO AREA, ALL WITH VARIOUS BACKGROUNDS AND LEVELS OF EXPERIENCE.**

Finding the right agent for you can be a daunting task.

Fortunately, you've come to the right place!

**YOU WON'T FIND A REAL ESTATE BROKER THAT KNOWS THE CHICAGO MARKET BETTER THAN WE DO**

Our business is based upon a sophisticated level of analytical, sales, marketing, negotiating and technology skills which allows us to identify and capitalize on emerging trends.

Chicago is a complex city and we specialize in helping our clients thoroughly understand market conditions at the national, local, and neighborhood levels that affect specific property types. This enables them to make the most informed decisions to meet their personal real estate goals and maximize their real estate investment.

**WE BELIEVE IN QUALITY SERVICE**

Our success is based on personal service and attention to detail. While guiding our clients through every aspect of the home buying and selling process, their needs and interests are our only priority.

With over 250 million dollars in home sales and over 30 years of combined experience, we have been consistently ranked among Chicago's top real estate brokers. We have been featured in Chicago's major media outlets, including ABC News, Crain's Chicago Business, The Chicago Tribune, The Chicago Sun Times, Market Watch and CNN. The ultimate measure of our success; however, is that the majority of our business comes from client referrals.

**AN IMPRESSIVE TEAM**

We are especially proud of our association with Baird & Warner and their unmatched resources that expands our reach locally, nationally and worldwide. Our team includes some of the most talented specialists in the real estate industry. For over a century and a half, Baird & Warner has been the dominant force in Chicagoland real estate, building a record of success, innovation and longevity unparalleled in the industry.

There is no substitute for experience.

Whether you would like to discuss your real estate goals in detail or just have a few questions, we look forward to talking with you.