



# PARADISO REAL ESTATE

## Rental Report

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How Paradiso Real Estate can make renting your  
apartments feel like a walk in the clouds

3525 N Southport Ave.  
Chicago, IL 60657  
p. 773.472.3333  
f. 773.472.3332  
[www.paradisorealestate.com](http://www.paradisorealestate.com)



## Rental Report

### Who We Are

Paradiso Real Estate is among the most respected independent real estate agencies in the city, and we are proud of that-- not the admiration but the independence. We believe that our size is our biggest strength. Rather than constantly looking out for the bottom line, we can afford to look out for what really matters: our clients. Each of our clients gets the unique and undivided attention that he or she deserves whether that client is selling a million dollar condo or renting a studio apartment. No matter what your needs are, you can rest assured that we are handling all the calls, showings, applications, and background checks so you don't have to. That is the difference of our independence.

This all sounds nice, but you need an apartment rented fast. Let us show you how we can help:

### How can we help you?

#### Attention

At Paradiso, we are not worried about renting huge complexes of units. Instead, we focus on the individual needs of the small unit owners. These are the owners who can't get a photographer to shoot photos if they sign up with the big guys. Not at Paradiso.

#### Experience

Our agents have been working in Chicago a long time-- some as many as twenty years-- and they have learned their way around the Chicago market. They know how to make the real estate market work in your favor, and they will.

#### Technology

Don't let our experience fool you; we haven't spent the last twenty years resting on our laurels. Instead, we have stayed on the cutting edge of technology. We have found the most effective tools in real estate, and we are prepared to use them to get that apartment filled as fast as possible.

#### Flexibility

We have worked in this business long enough to know that no one way works for everyone. That is why we strive to adopt unique marketing strategies for each of our clients to make sure he or she is given the ultimate level of effectiveness.

If you're still not convinced, keep reading, and discover the difference of working with an agency that puts your needs first.

Next Page: See how we market our rentals



## Rental Report

### What We Do

Now that you know who we are, let's find out how we can help you rent that troublesome unit:

#### Take the Stress Out of Renting

Who wants to worry about taking all of those phone calls, applications, showings, and background checks? We do. Let us do it for you.

#### Eye-Catching Marketing Materials

Our in-house design staff develops colorful printed marketing materials to distribute at area schools and retailers to generate interest.

See samples on the next few pages



#### Multiple Listing Service (MLS)

In our experience, MLS has proven to be the single best means of communication with local agents. We use it on every property to increase visibility among agents.



#### Paradiso's Marketing Resources

We give every rental property a spot on our company's website where users have access to maps and community information. Every property also gets a space in the window at our high-traffic Southport Ave office.



#### More Than Anything...

We give every rental the attention that it needs. That means, we work quickly to get the photos taken and to establish a web presence. We know how precious this time to you, and that is why it is so important to us.

#### Focus on Smaller Buildings

A lot of the time, it is hard for smaller buildings to get any attention from the of the big rental companies. That is why we focus on the smaller buildings, giving them the attention that they deserve.



#### Use Targeted Online Advertising

We syndicate your rental ad to tons of different websites to ensure that it is seen by any and all interested renters.



and more...

#### On-site Materials

One of the best ways to find renters is by letting the neighborhood know that you have a vacancy. That is why we put up highly visible signs as a means of promotion.



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3525 N Southport Ave. Chicago, IL 60657

**Kevin Van Eck**

p. 773.472.3333

f. 773.472.3332

m. 708.473.5779

e. kevin@paradisorealestate.com



**624 W Roscoe 2D**

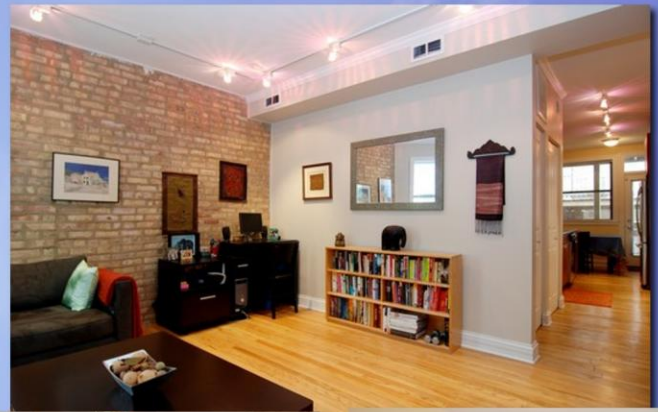
## Property Features

1 bedroom, 1 bath  
\$1,275 /mo.

Area: Lakeview  
Coordinates: 3400N, 624W

Living Room: 15X14  
Dining Room: 8X7  
Kitchen: 8X10  
Master Bedroom: 9X14

Granite & SS Appliances  
HWF throughout  
Whirlpool tub



**Remarks**

**BEAUTIFUL REHAB VINTAGE CONDO IN EAST LAKEVIEW!!!** Interior bright unit off of gated ivy-laden courtyard. Light-filled living area with exposed brick, kitchen has 42in cabinets, SS appliances, granite counters and backsplash, stunning marble work in bath, whirlpool tub, euro-washer with laundry hookup, close to transportation, shopping, Wrigley area, and parking rental options!!!

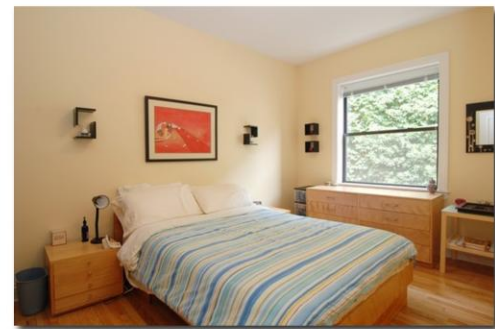
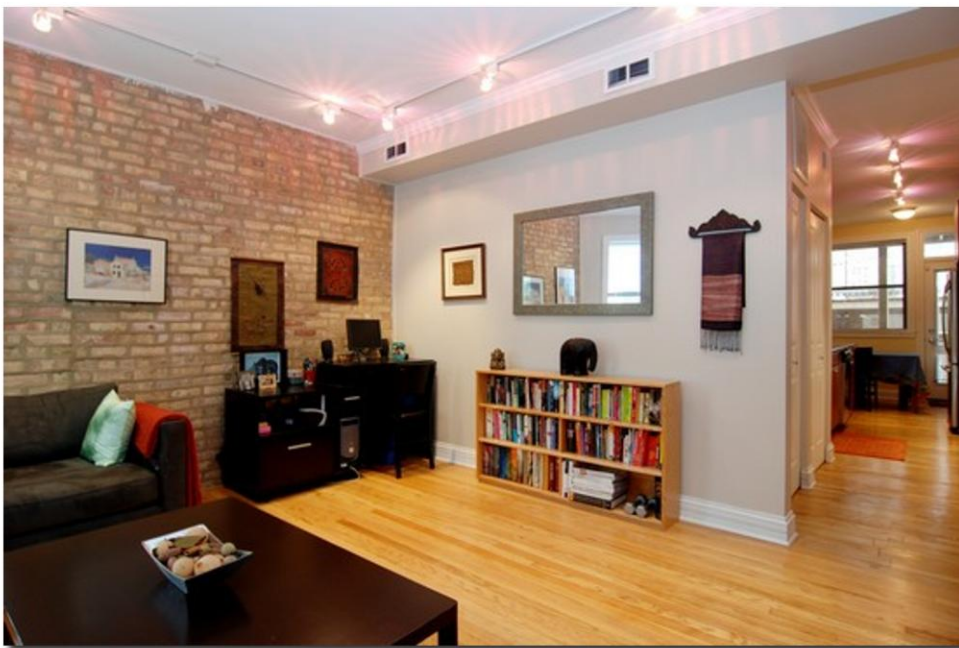
# 624 W Roscoe Unit 2D

1 bedroom, 1 bath

## \$1,275 /mo.

### Beautiful Rehab Vintage Condo in East Lakeview!

- Light-filled living area with exposed brick
  - Close to transportation and shopping
  - Hardwood floors throughout
  - Granite counters and stainless appliances
  - Stunning marble work in bathroom
  - Whirlpool tub
  - Euro-washer with laundry hookup
- See more @ [paradisorealestate.com](http://paradisorealestate.com)! -



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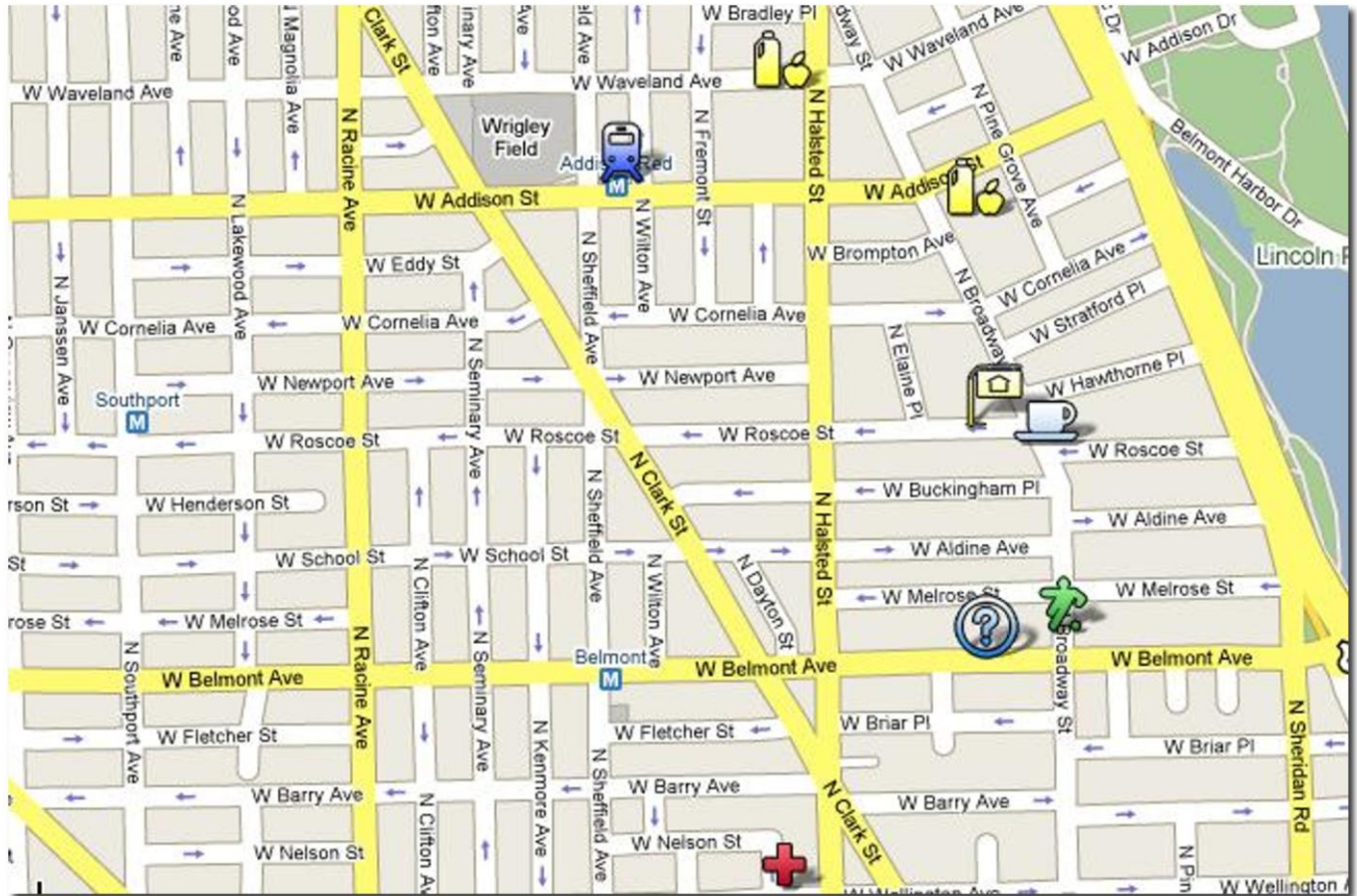
e. [kevin@paradisorealestate.com](mailto:kevin@paradisorealestate.com)



Visit [paradisorealestate.com](http://paradisorealestate.com) for more information!

# 624 W Roscoe Unit 2D

(3400N, 624W)



## Community Features

### Nearest Hospital:

Illinois Masonic Hospital, 836 W Wellington Ave

### Nearest Grocery Store:

Jewel-Osco, 3532 N Broadway  
Whole Foods, 3640 N Halsted St

### Major Retail:

Target, 2656 N Elston Ave

### Starbucks:

Starbucks, 3358 N Broadway

### CTA Station:

Addison (Red Line)

### Fitness Center:

LVAC, 3212 N Broadway

### Library:

John Merlo Public Library, 644 W Belmont

### Public High School:

Lakeview High School

### Private High School:

Lakeview Academy  
Prologue School

### Public K-8:

Hawthorne Scholastic Academy  
Inter-American Magnet School

### Private K-8:

Mount Carmel Academy  
St. Luke Academy

### Preschool/Daycare:

Stockton Child Parent Center

Call Kevin @  
708.473.5779