



PARADISO REAL ESTATE

Seller's Report

How Paradiso Real Estate makes selling
your home feel like a walk in the clouds

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Introduction

How do you become the #1 independent real estate agency in Chicago? By focusing on results.

Corporate agencies choose to waste resources on costly print advertising and time-wasting meetings and opens. Paradiso Real Estate focuses on the results. We take advantage of the latest real estate marketing technology, using the most targeted and effective strategies to ensure that your property is not on the market a day longer than it should be.

We are committed to making the selling process as easy and painless as possible for you. We use all of our tools and experience to make selling your home seem like a walk in the clouds.

Paradiso Real Estate Selling Strategy

Responsive Service

We work hard to make sure that all of our clients needs are met and exceeded-- that selling their house is a near effortless experience.

Cutting-Edge Online Advertising

Our marketing directors have found the most effective means of targeting qualified buyers using all the resources of the Internet.

Decades of Experience

Years of real estate experience and Chicago know-how means a strong network of useful industry contacts working for you.

Top Notch In-House Marketing and Graphic Design

Our designers and marketers are always looking for new ways to grab buyers' attention to move properties off the market.

Time-Wasting Brokers' Opens, Endless Open Houses, and Costly Print Advertisements

Many agents like to cramp sellers' schedules with tedious brokers' opens that waste everyone's time. Others like to spend endless amounts of money on print advertising that consistently proves ineffective. We choose to focus only on what sells.

Please read on to see how our specific strategies and techniques can simplify your selling experience. Find out how working with an independent agency can save you time, money, and stress.

Then, let's get started selling your home.

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Online Marketing Initiatives

Paradiso, under the guidance of its marketing directors, chooses to concentrate much of its marketing efforts on the web given the high level of response to online advertising. By making use of all of the resources of the Internet, Paradiso maximizes visibility for all of its listings and guarantees a faster and more effortless selling experience. The following are all important facets of the Paradiso online presence:

Syndication of our listings to targeted listing services

We send our listings to over a dozen online listing services to ensure a strong web presence.



Our listing services



and more...

Utilizing our state-of-the-art lead and contact database management tools

Using the most cutting-edge software, we are able to maintain a highly organized network of contacts and leads. We utilize this network to coordinate targeted direct mail, flyer, and email campaigns with up-to-the-minute details about your property.

Top Producer

One section of an email blast to our network of buyers and agents

Featured position on Paradiso Real Estate's websites

Every property can be found on any one of Paradiso's websites. Each listing page is complete with detailed property information, interactive maps, demographic and community data, and virtual tours. Not to mention, each page has unique response forms for interested buyers and agents.

Status: **ACTIVE**

444 W Aldine Avenue 1L, Chicago, IL, 60657

\$385,000

MLS# 06772480

List Date
Type
Style
Area
Bedrooms
Bathrooms
Square Footage
Parking

Population		Illinois	
Population	60657	67,127	12,850,443
Population Density (people/mile)	30,178		229
Population Growth (since 2000)	0%		3%
Male	33,838		6,318,722
Female	33,289		6,331,721
Median Age	31.40		34.82

Age Distribution

Age: 0-9, 10-19, 20-29, 30-39, 40-49, 50-59, 60-69, 70-79, 80+

Characteristics: These dist Factors are nationally

Request More Info, Tell a Friend, Virtual Tour, Mortgage Calculator, Schedule an Appointment, Community Information

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Additional Online Marketing Initiatives

Use of the Multiple Listing Service of Northern Illinois

MLS consistently proves to be the most effective means of communicating with other local agents.

ROOM NAME	SIZE	LEVEL	FLOORING	WIN TRMT	ROOM NAME	SIZE	LEVEL	FLOORING	WIN TRMT
Living Room:	18X17	Main Level	Hardwood	Y	Storage:	16X08	Main Level	Other	N
Dining Room:	18X15	Main Level	Hardwood	Y					
Kitchen:	15X11	Main Level	Hardwood	Y					
Family Room:		Not Applicable							
Master Bedroom:	17X11	Main Level	Carpet	Y					
2nd Bedroom:	22X11	Main Level	Carpet	Y					



Sample MLS page-- viewable to all local licensed brokers and agents

Participation in the Broker Reciprocity Network

As a member of the network, all of our listings are searchable on other major brokers' websites.

One of our listings that can be found on any major local broker's websites.

Design and distribution of eBooklets

Our in-house designers create eye-catching booklets for each listing that can be distributed electronically to any interested buyer or agent-- giving them complete familiarity with the property without the headache of a showing or open house.

These booklets are sent via email and are viewable on our websites.

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Traditional Marketing Techniques

Though Paradiso Real Estate channels much of its efforts towards the Internet to achieve results for its clients, that doesn't mean that more traditional marketing techniques, at least those having demonstrated their effectiveness, have been ignored. Paradiso still considers the following to be vital to promoting its listings:

Networking with Buyers and Agents

Never underestimate the power of a real estate network 18 years in the making. The team at Paradiso leverages their solid contact network to ensure that their properties are the talk of the town.

Eye-Catching Booklets and Listing Sheets

Our in-house designers create booklets, flyers, listing sheets, and more for our listings that help them to stand out in any crowded market.

For Sale Signs and Brochure Boxes

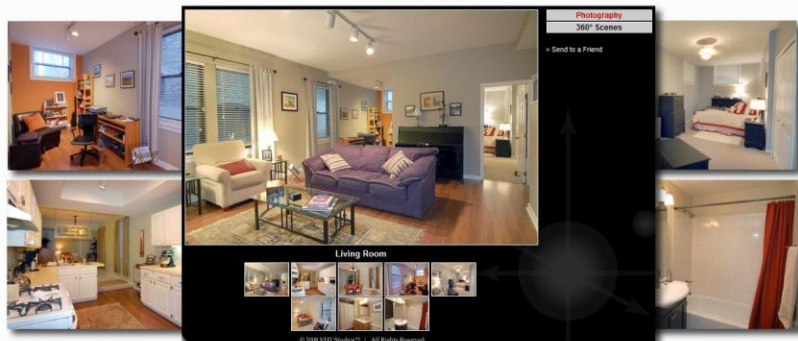
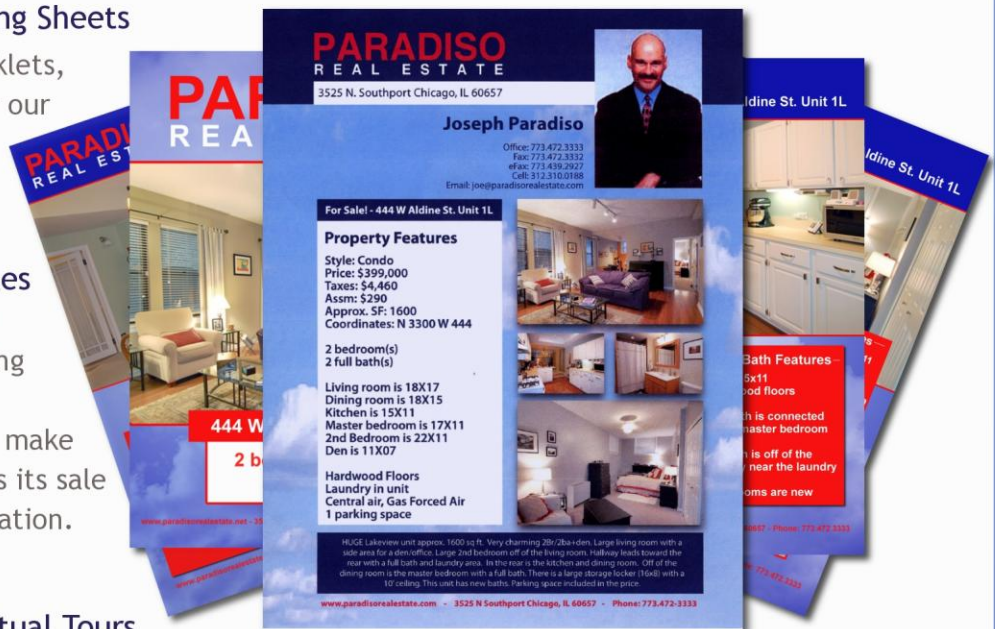
Like every major agency, Paradiso recognizes the importance of letting the neighborhood know that your property is for sale. That's why we make sure that every property advertises its sale status and upcoming events on location.

Professional Still Photos and Virtual Tours

Good photos can be the difference between one month or six months on the market. With that in mind, we hire professional photographers to take the highest quality photos for our listings for use in our flyers, booklets, and online advertising.

Store-Front Advertising at Our Busy Southport Ave. Location

Each of our properties is featured on our DVD and listing sheets on display in our Lakeview office window where hundreds of local shoppers stop by every single day.



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A Message from Joe Paradiso

I hope that this packet has provided you with insight into all of the things that Paradiso Real Estate has to offer its clients when selling their homes. Now, I'd like to take the time to introduce you to the company itself.

Seven years ago, I founded Paradiso Real Estate Services, Inc. with the vision of creating an independent company designed to eliminate the stress of common real estate transactions. Since our inception, we've quadrupled in size, added six agents, and have become the #1 Independent Real Estate Agency in Chicago.

Though much has changed, some things never do. We still guarantee to always:

- Listen to your vision and needs
- Know your target market
- Recognize a beneficial deal
- Clearly communicate every step of the process
- Make sure you'd recommend our services to your own family

These principles have given us much past success and will bring continued success in the future.

Nevertheless, we refuse to rest on our laurels. We remain on the cutting-edge, searching for all of the newest and most effective ways to sell property in Chicago.

But don't let our aggressiveness in the marketplace fool you. Our relaxed, family-style culture has been an equally integral part of our success. The attention, patience, and compassion we extend to each of clients has been key in maintaining our unparalleled client retention rate.

I'm glad that you have taken the time to consider Paradiso Real Estate. If it is your desire to pursue a simpler and more rewarding selling experience, then I hope that you make the right decision in choosing us.

Sincerely,

Joe Paradiso
Broker/Owner

