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## SHOULDN'T SELLING YOUR HOME BE EASIER?

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I think so. In fact, I know it can be. The Baird & Warner family and agents like me have been [inventing](#) — [and reinventing](#) — the real estate business in Chicagoland [for more than 160 years](#). We've done it by understanding the details *and* the big picture, so we can manage the process and make homeownership easier.

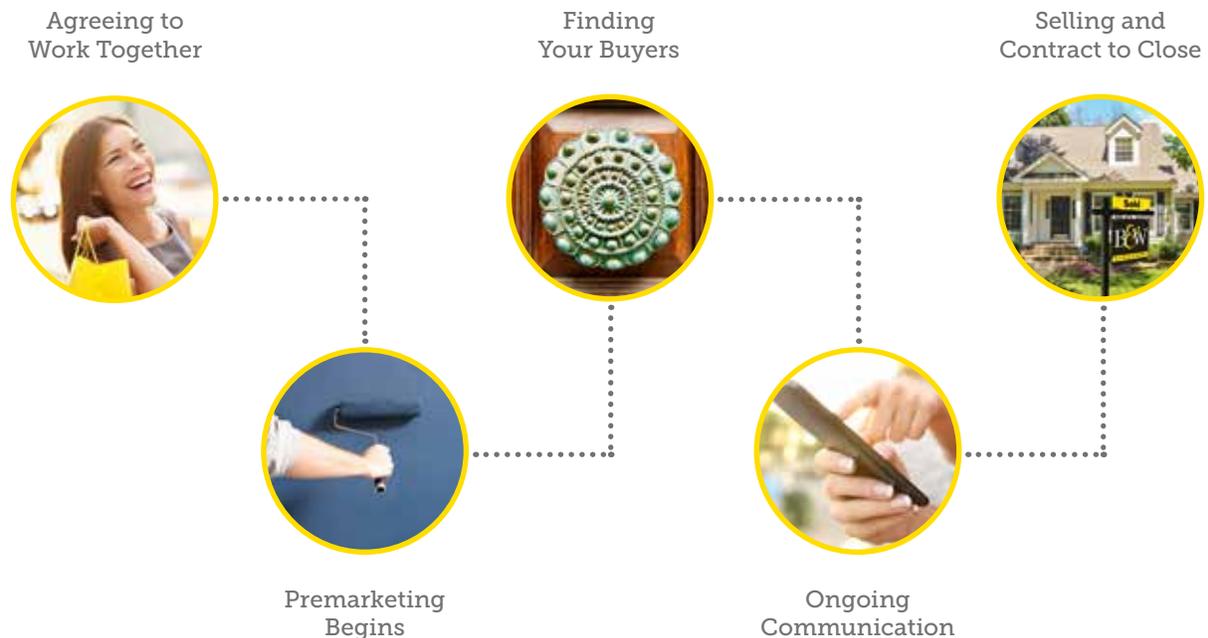


## | WITH YOU EVERY STEP OF THE WAY

I 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, **I'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 I've earned the respect of my clients, and how Baird & Warner has earned the respect of the Chicagoland brokerage community. It's why **Baird & Warner homes are likely to be shown more often.** And, it's why I chose to work here. Because I'm empowered to be a better real estate professional, and smarter about your home and your future.

Here's a basic look at how things will go



## MAKING YOUR AND OUR HOME(TOWN) BETTER

Chicagoland is more than just a market to Baird & Warner — it's home. To help look after it, we created the [Good Will Network](#) in 2002. Since then, more than [\\$2.4 million and thousands of volunteer hours](#) have been donated to a variety of nonprofit organizations with a focus on shelter and homelessness, particularly for women and children. Just another way it's good to be in good company.

“It's not just about being the biggest — it's about doing things the right way, empowering people and building a solid foundation.”

— *Steve Baird*



## Keeping the best at their best

Baird & Warner's culture of empowerment brings out the best in us, and makes it easier for me to do right by you.



Awarded No. 1 Real Estate Top Workplace by the Chicago Tribune for 7 consecutive years.

It's **easier** here.

### GOOD WILL

is something we cannot buy in the open market. It has to be earned—and nothing will acquire it quite so rapidly as Courtesy, Cheerfulness and Respect

BAIRD & WARNER  
*Steve Baird*

June 1925

Wyllis Baird, 1925





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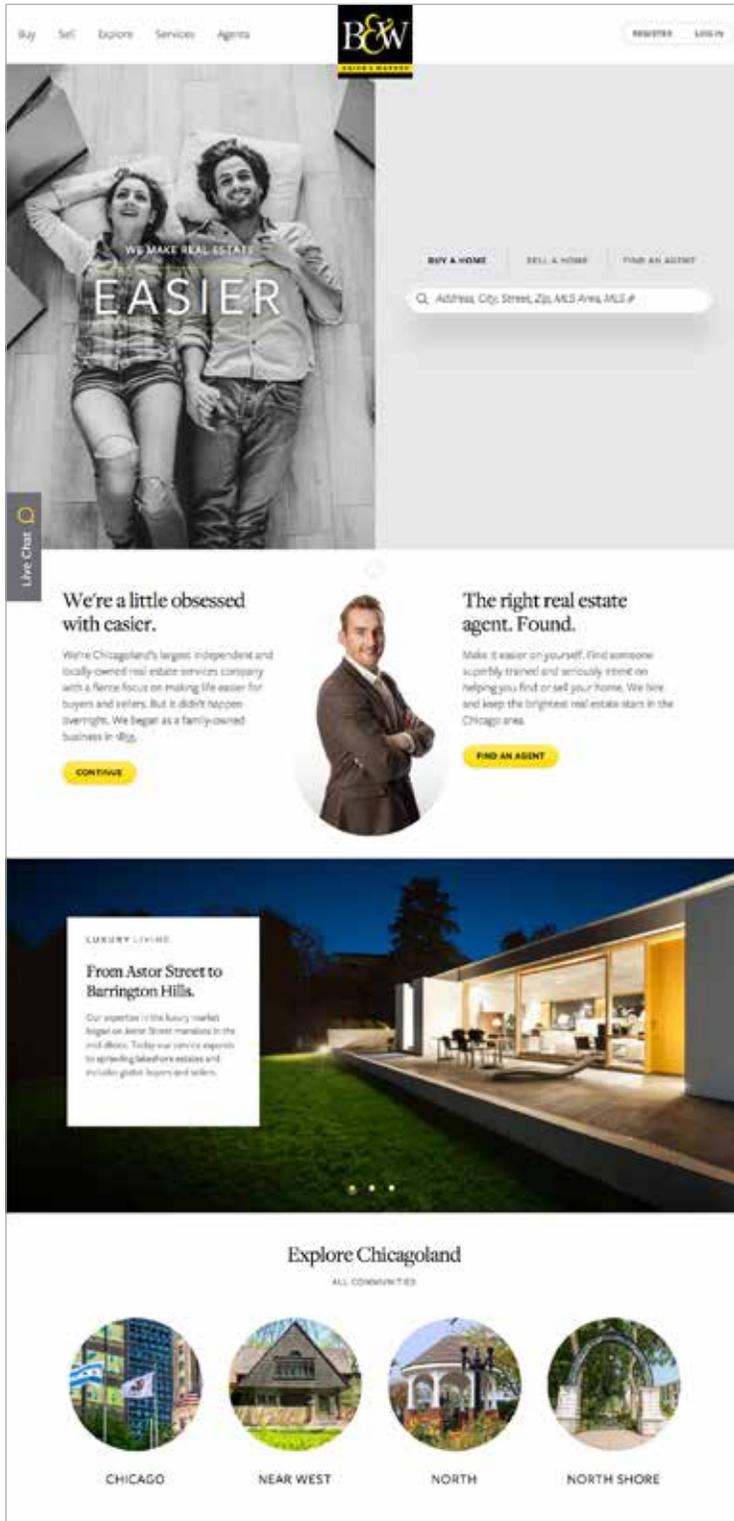
LIST, FIND, SHOWCASE AND NETWORK.  
BETTER AND EASIER THAN EVER.

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Why Baird & Warner? Because, simply put, we bring a lot of [serious advantages](#) to the table. And I'm looking forward to [putting all of them to work for you.](#)



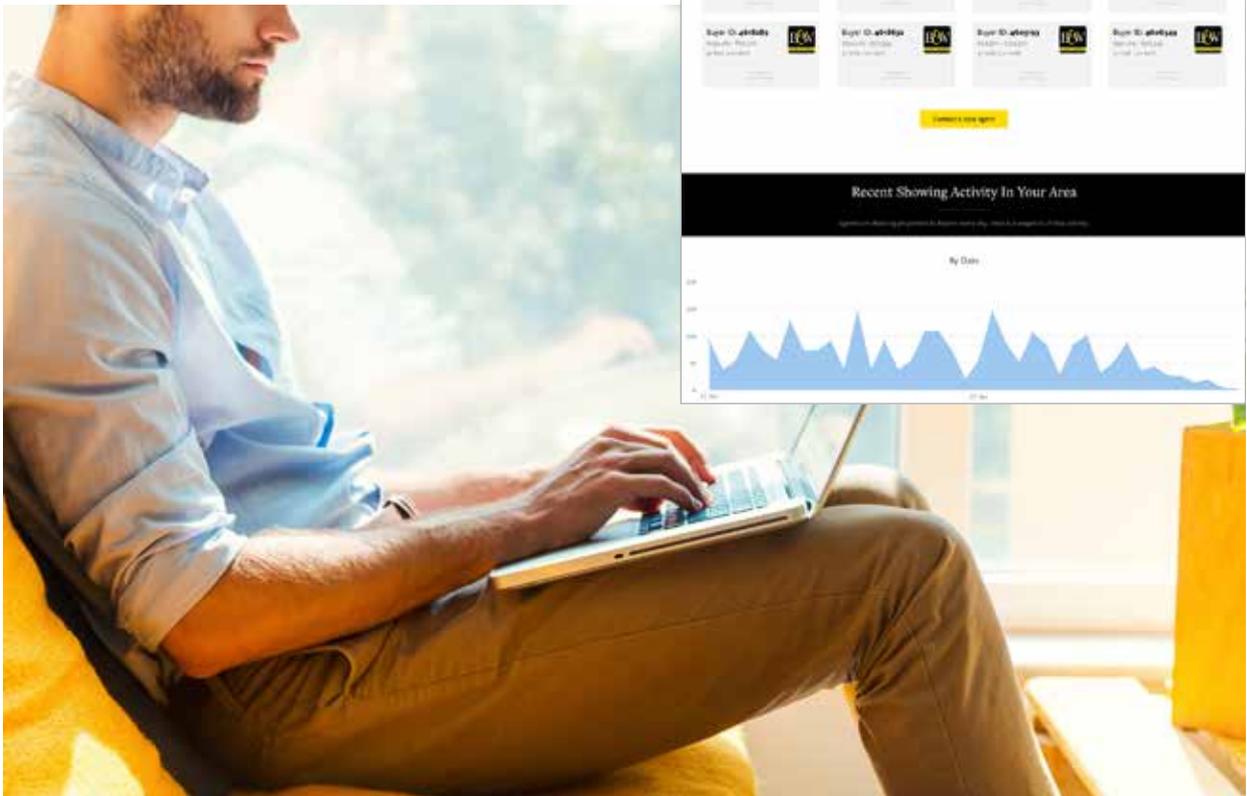
YOUR HOME WILL BE LISTED ON CHICAGOLAND'S #1 REAL ESTATE WEBSITE



Best Website and Best Visual Design

Our website's #1 for a reason. With over 250,000 registrants, it gives you a buyer-seller community no one else can offer. With our [exclusive Home Valuation Tool](#), I can help determine the right price point to market your home.

Using real-time buyer data, I can show you how many buyers are actively looking for a home just like yours — and with our buyer match system, your home gets in front of serious buyers quicker. That means [your home can sell faster and you get peace of mind](#). I can even promote your home to Baird & Warner agents — before it goes on the market with our internal Coming Soon feed accessible on our company intranet.



## | TARGETING BUYERS INTERESTED IN HOMES LIKE YOURS

You may have heard of the Multiple Listing Service (MLS) — it's the mainstream property database where virtually all homes are listed. But with Baird & Warner, through our exclusive preview tool, before your home goes in the MLS, it's sent to **our very own select list of prime buyers**. Which means, they get a real time **Exclusive Alert**, and you get the advantage of a targeted, high-potential audience.





We also support thousands of buyers registered with BairdWarner.com providing [real-time email property alerts](#) about any properties meeting their specific interests, like your home.



## 2 New Properties Just For Steve

Hi Steve,

We've found some new properties that match your search criteria. Below are some of the more recent properties, and you can always [click here](#) to view all of the properties for this search.

It's available to answer questions or help with your search. Just let me know.

Best,  
Amick Pelton



**\$369,900**

4 bed, 2 bath, 2060 sqft  
33042 Arboretum Road

**New Listing**

[View Property](#)



**\$305,000**

3 bed, 2 bath, 1798 sqft  
506 Wilson Avenue

**New Listing**

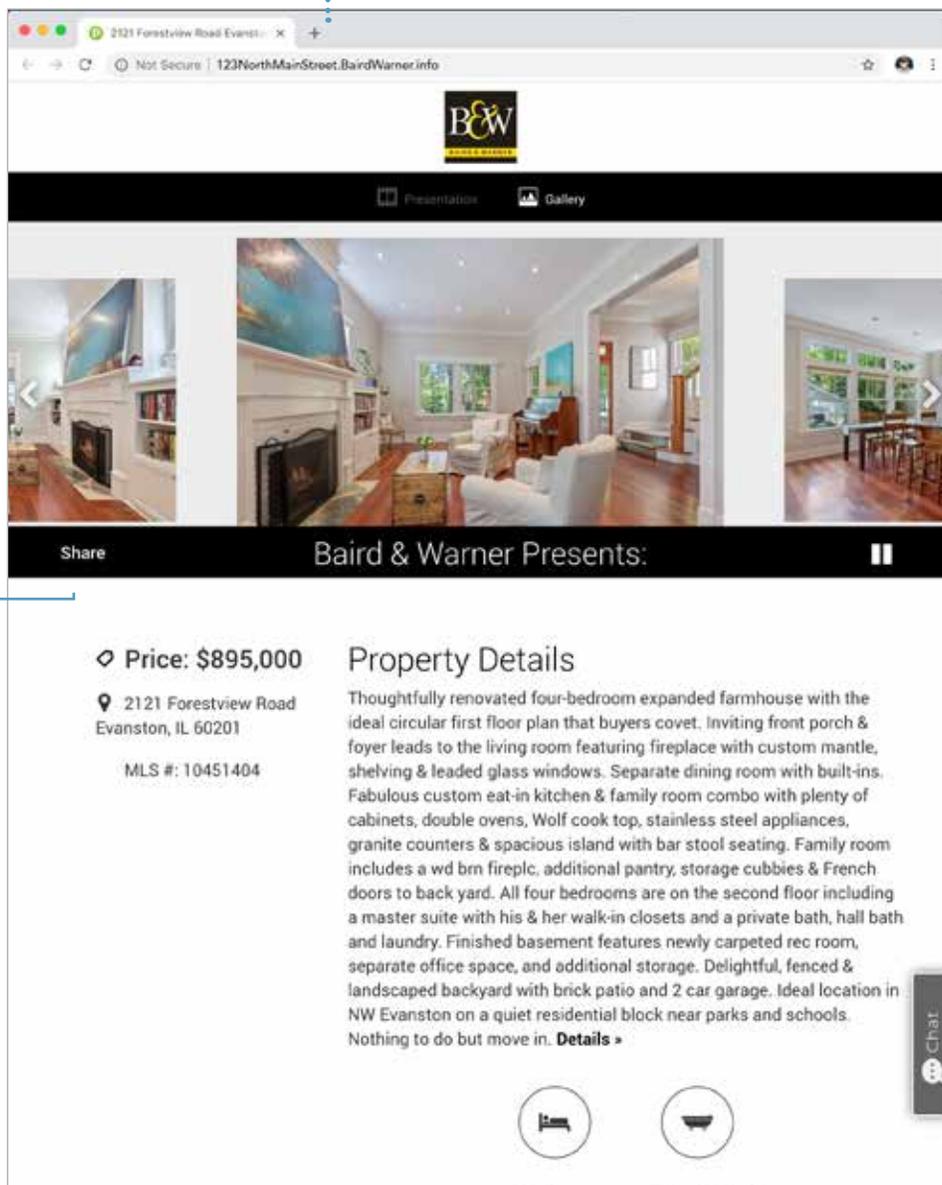
[View Property](#)

Latest Blog Post

## 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, a unique web address, and my contact information. And, [no matter where a buyer sees your home](#) — it will always look its best.

123NorthMainStreet.BairdWarner.info



The screenshot shows a web browser displaying a property listing. The address bar shows "123NorthMainStreet.BairdWarner.info". The page features the Baird & Warner logo, a navigation bar with "Presentation" and "Gallery" options, and a gallery of professional photos of a living room. Below the photos, the text "Baird & Warner Presents:" is visible. The listing includes the price "\$895,000", the address "2121 Forestview Road Evanston, IL 60201", and the MLS number "10451404". A detailed "Property Details" section describes a four-bedroom expanded farmhouse. At the bottom, there are icons for a bed and a bathtub, and a "Chat" button.

Multiple professional photos

In-depth property description

Easy access to chat for questions

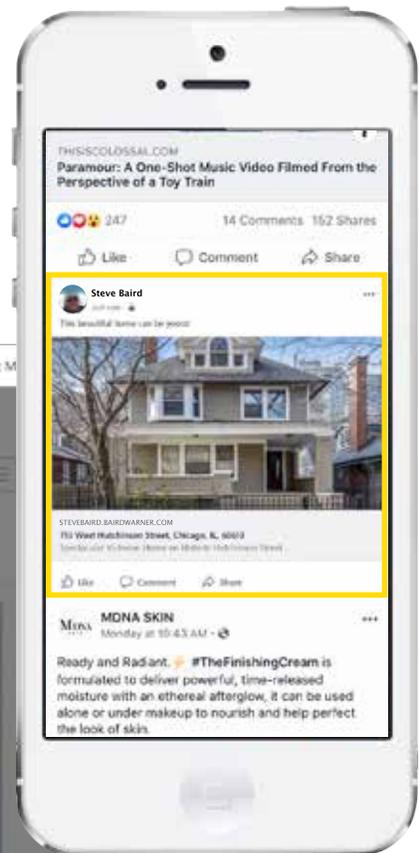
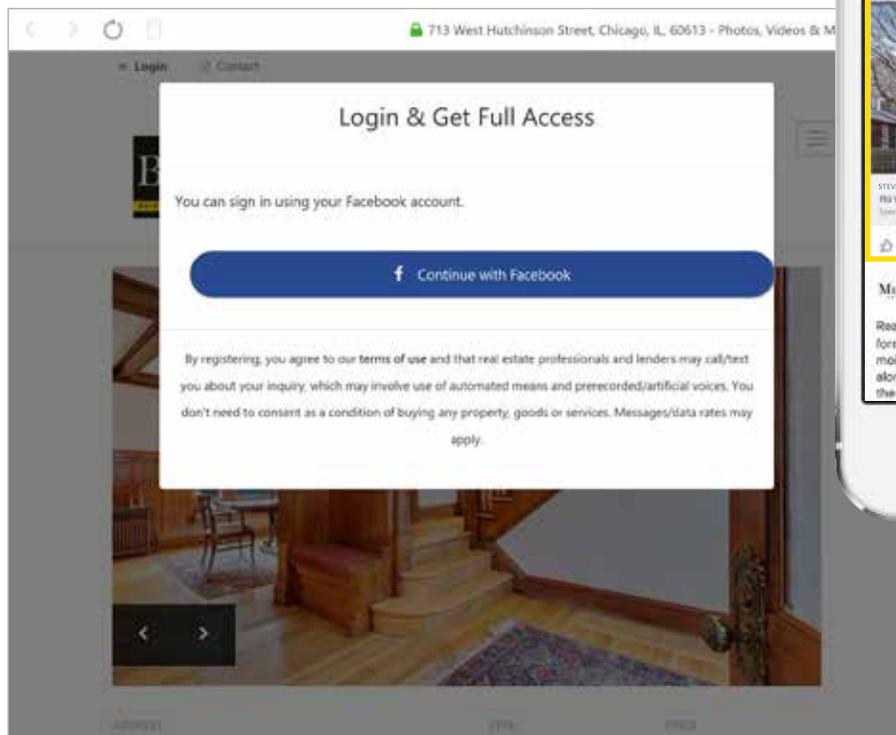
Share on social media

## FINDING INTERESTED BUYERS – AND KEEPING THEM INTERESTED.

With our new all-in-one marketing platform, I can create a special webpage called a Squeeze Page that is a unique way to advertise your property on social media. Squeeze Pages capture the hottest buyer leads, *when* they're the hottest — and shows me how many times buyers clicked on your property ad and

registered for alerts about your home. That helps me stay on top of which posts perform best for your property so I can fine-tune my strategy for advertising your home, and I can stay in contact with people who are already interested.

### Squeeze Page





## 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 me or someone on my team** in under three 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**

The logo for Baird &amp; Warner, featuring the letters 'B&amp;W' in a stylized, white, serif font on a black background. The ampersand is yellow.

**BAIRD & WARNER**

**Steve Baird**  
**555.123.4567**

## | EMAIL MARKETING TO COOPERATING BROKERS

In addition to personally contacting the broker community, another way Baird & Warner helps me 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.



### Open House

**429 Williams Court Clarendon Hills, IL 60514**  
**\$1,199,000**

5 Beds | 4 Baths | Single Family | 4,902 Sq. Ft.



#### Description

New Construction GPS 280 Woodstock, Clarendon Hills. Be one of only 7 families to call William Ct. Subdivision their home in Clarendon Hills. The minute you pull into the subdivision you will know you have arrived to an extraordinary lifestyle. Masterful design and modern luxury are uniquely embodied in this 5bedroom 4.1 baths single family home with over 5000 square feet by Walsh Development. Every detail was carefully selected and quality crafted. The homes all have fire sprinkler system, AV system home run and alarm system for your family's safety and peace of mind. The top of the line chef's kitchen with premium finishes and fixtures including custom cabinets with quartz countertops and Thermador appliance package. Entertain in grand style in the open floor plan home.

<http://northcenter.bairdwarner.com/details?mls=103&mhid=10292454>

It's **easier** here.

SALES | KEY MORTGAGE | TITLE

Information provided by internet sources is not guaranteed, and subject to change and withdrawal without notice. If your property is listed with a real estate broker, please contact your broker for more information. The offering of other real estate services, the use of logos and trademarks and company name, including the use of the B&W logo, is not intended to be used in any way that would imply an endorsement or affiliation with Baird & Warner or any of its subsidiaries.

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## | WE'RE LOCAL AND GLOBAL

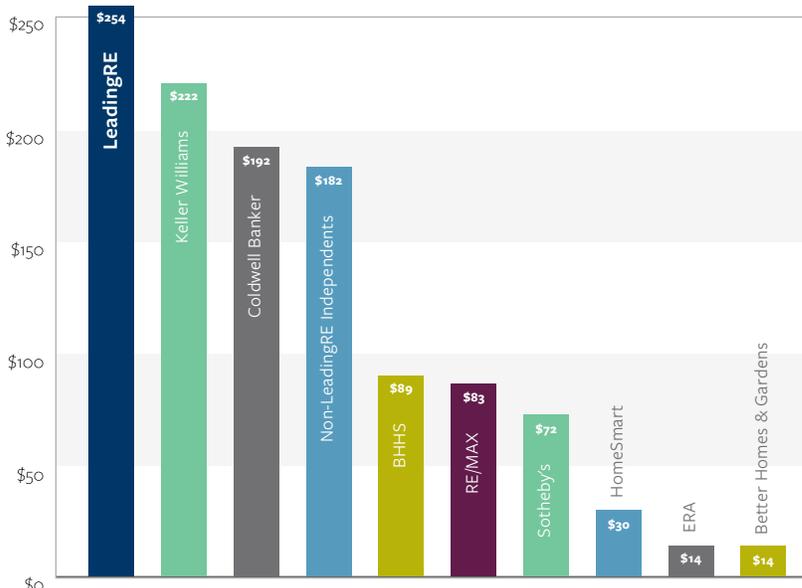
We know your local area like no one else because we are Chicagoland's original brokerage. And, over the years, we have also become the most connected brokerage, helping buyers and sellers move across the state, the country and the world. In fact, we're not just a founding member of [Leading Real Estate Companies of the World®](#), 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 homebuyers 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 \$1.1 million transactions and sales at \$254 billion annually

Well over 565 firms with 4,300 offices and 130,000 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](#), I have access to [in-house](#)

[professional quality design and production](#), and a support team that has my (and your) back to make it happen. Brochures, ads, emails, postcards, and more. Perfect every time. Easier than ever.





Foldover Brochure

Social Media Graphic



Flyer



Postcard

## | FULL SERVICE AT YOUR SERVICE

Yet another thing you don't find everywhere. I have a deep, established relationship with our in-house home finance company, [Key Mortgage Services](#), who can provide a trusted [second look](#) at offers from potential buyers or verify qualified buyers at no additional cost to you. I also have direct access to [Baird & Warner](#)

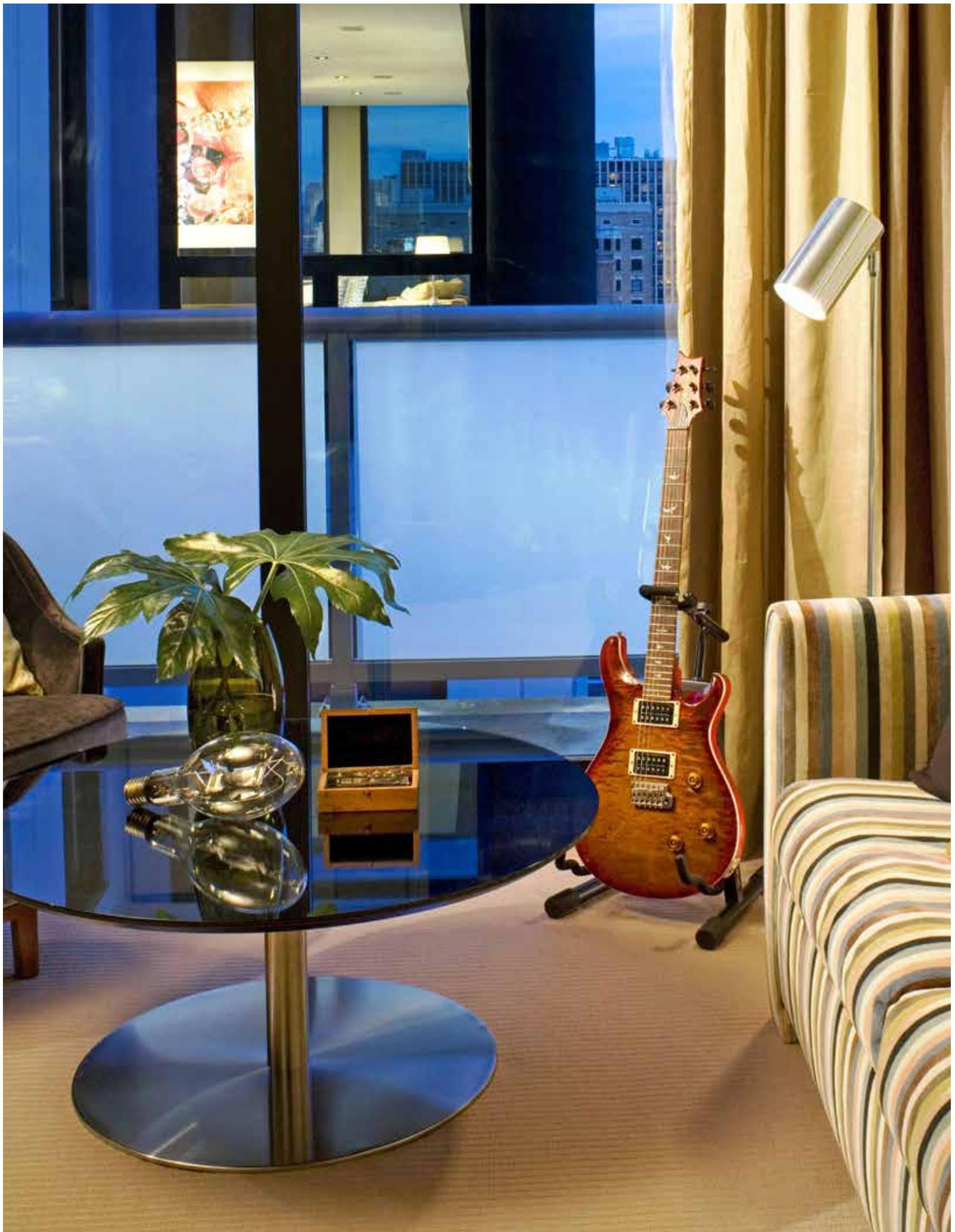
[Title Services](#) attorneys, who will make sure nothing's overlooked. The buying and selling process can be complicated and tedious. But with a trusted real estate professional on your side and resources like these, [you can rest assured through it all, I'm here to make it easier.](#)



Named Top Employer  
Three Years in a Row

**RATED TOP 3**  
TITLE COMPANY IN ILLINOIS  
CONSISTENTLY YEAR-OVER-YEAR





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## LET'S GO BEHIND THE SCENES.

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The **true Baird & Warner 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 I can with Baird & Warner behind me.



## | STAGING

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

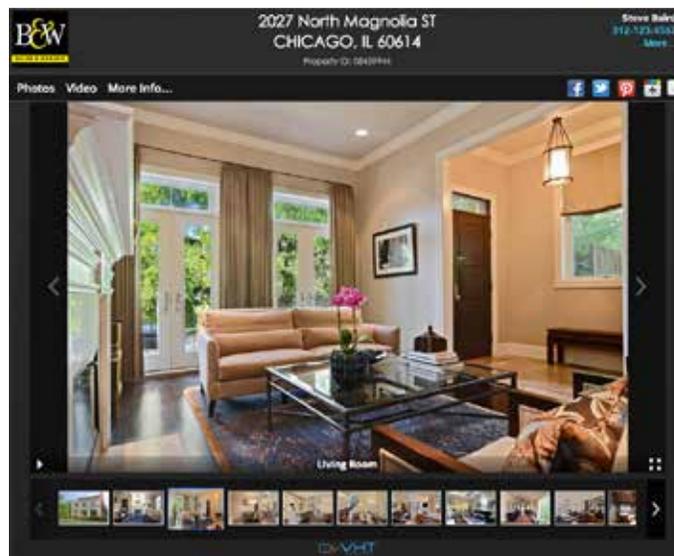
- Cleaning, positioning furniture to **highlight your home's best features**, and **knowing how to focus any upgrades** you might need to make, are all part of smart presentation. And there's more strategy to this than you might think.
- Once it's camera-ready, I'll bring in a professional photographer 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

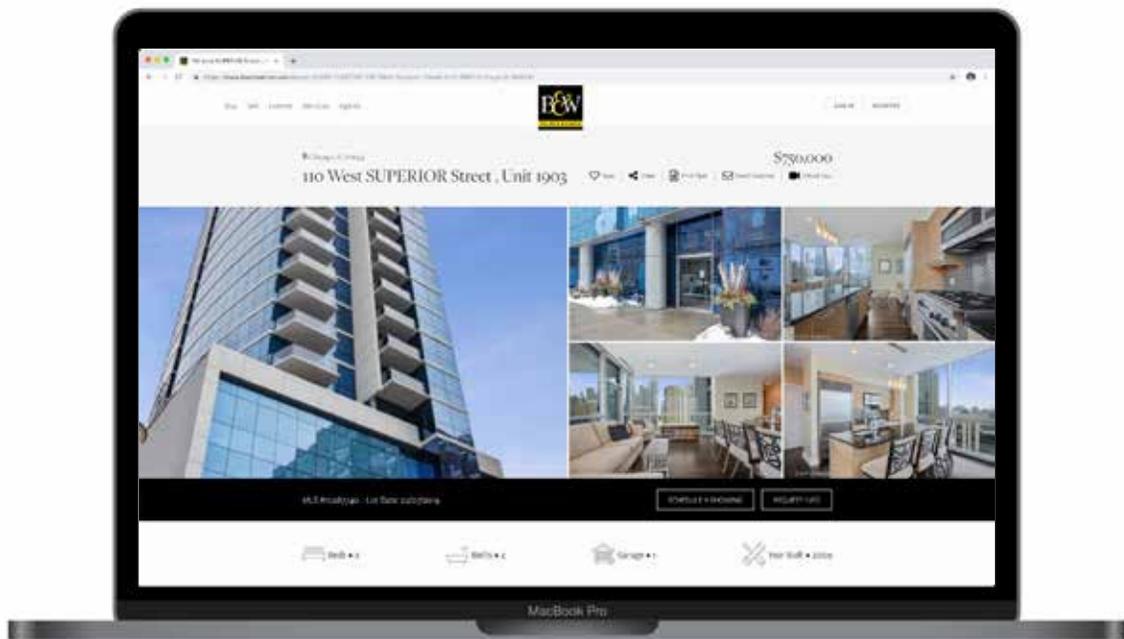


## | BROADCASTING

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 — I 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 I'm 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.



## I 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 I come in.**
- **Rest assured** that I 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.**



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LET'S TALK ABOUT  
WHAT WE JUST TALKED ABOUT.

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Why Baird & Warner?



**Agreeing to Work Together**

- Form our team



**Premarketing Begins**

- Prepare your home
- Take photographs
- Create marketing materials
- Add listing to Private Listing Network
- Send Coming Soon 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 Dynamic Search
- Trigger property alerts
- Target agents with eblasts
- Match buyers via the MLS and home evaluation tool.
- 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.

