

@properties®



STACY KAREL

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@properties®



**Exposure is
everything.**



My greatest strength is my ability to sell your home for the best possible price in the shortest amount of time.

Stacy Karel

As a homeowner, investor and developer of real estate, Stacy Karel brings her passion for real estate to her buyers and sellers. As your listing agent, don't be surprised if she rearranges furniture or stages your bookshelves, she knows what sells. Stacy is an Accredited Staging Professional (ASP Designation) and enjoys bringing that expertise to her sellers. Her marketing plan, agent-to-agent marketing techniques, and use of technology for communication, scheduling and feedback make her a leading real estate consultant at @properties.

With her buyers, Stacy says, "I enjoy listening to my clients to understand their needs. It is like a game... to pull the levers of price, location, and amenities to find that market anomaly for my clients that is the very best deal." Her buyers comment that she is an expert negotiator and goes above and beyond when it comes to getting the deal done and providing recommendations for other contractors and resources.

Prior to joining @properties in 2008, Stacy was the number one agent in her office and was named top individual or group every year since 2003. Her website www.CONDOChicago.com is one of the most successful independent sites in the Chicago-land area with thousands of registered users and hundreds using it monthly to assist in the home buying process. She also launched a site www.LuxuryChicagoCondo.com that highlights the city's luxurious new construction projects.

In 2008 Stacy was responsible for the coordination of a relocation of employees from Illinois to Texas. This move affected over 75 employees with real estate valued over \$20,000,000 and was serviced by 18 agents covering the city and suburbs.

Prior to entering real estate as a full-time agent in 2002, Stacy was a Business Development Manager for Deloitte Consulting. She has a MBA from the J.L. Kellogg Graduate School of Management at Northwestern University with a major in Marketing. Her undergraduate studies were at University of Illinois majoring in Finance.

Stacy is a resident of the Bucktown neighborhood and is also an experienced Airbnb owner in the Scottsdale market where she owns multiple short term rental properties. In her spare time she enjoys travel, theater, movies, wine tasting, skiing and her latest hobby, crochet.



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[yelp.com/biz/stacy-karel-condochicago-chicago](https://www.yelp.com/biz/stacy-karel-condochicago-chicago)

Marketing Plan

Marketing, negotiating & selling your home

WHAT I WILL DO FOR YOU

I will create a thorough, integrated marketing plan to sell your home. Some of the marketing support that you can expect from working with me and @properties includes:

- Home and market analysis including the current value of your home and negotiation strategies that lead to highest return on your investment
- Advice on how to stage your home for sale to present it in the best light
- Integrated marketing plan to give your home the highest visibility and most professional looking presentation, including:
 - > Multiple Listing Service visibility, used by realtors throughout the Chicago area
 - > Email alert, flyers and direct announcements of your new listing to the top agents in Chicago, general brokerage community at large and my consumer database of prospective buyers
 - > Internet exposure in CONDOChicago.com, Zillow, Trulia, Realtor.com, atproperties.com plus over 400 other sites
 - > Virtual tour and photo gallery taken by professional photographers
 - > Color property brochures with color photos, map of area and floor plan when provided
 - > For Sale signs for the exterior of your home with unique URL information, if allowed
 - > Neighborhood, localized marketing tactics and more
 - > Use social marketing outlets to showcase your listing
- Schedule and provide feedback for all showings of your home. Schedule open houses at your request
- Manage communication and legal compliance on contracts and disclosures
- Negotiate of the best price
 - > Conduct ongoing market analysis review prospects and suggest the best pricing strategies

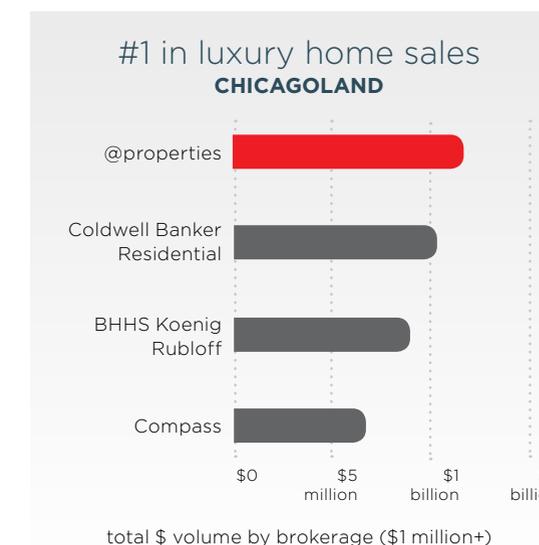
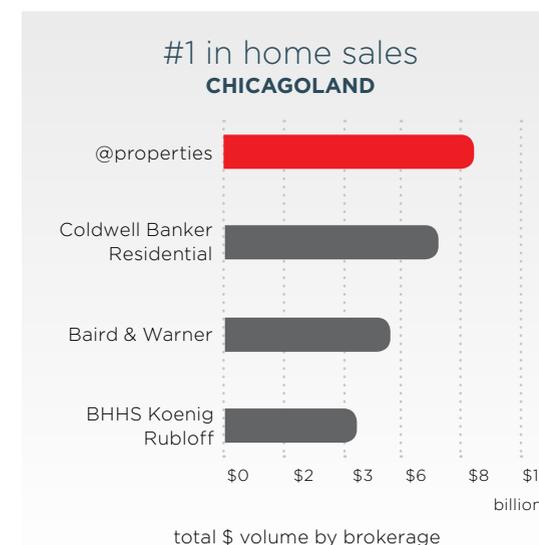
@properties: A Local Leader

In less than a decade, @properties became the #1 real estate brokerage firm in the city of Chicago and began expanding to the suburbs.

But for @properties, leading has far less to do with numbers and far more to do with innovation. Technology changes, markets change, expectations change. So we never stop changing. Innovation permeates everything we do, from building the most sophisticated website to introducing new services to sourcing new marketing channels. Innovation is the heartbeat of our business.

Being a leader also comes with responsibility. It means moving the industry forward by sharing best practices, serving in positions of leadership with the local REALTORS® Association, and giving back to the community.

Each day, we break new ground by attracting the best and most professional brokers and the most astute clients in the greater Chicagoland area.



Source: MRED, LLC. #1 ranking based on MARKET SHARE for overall closed volume, 5/1/18 - 4/30/19.

Pricing Your Home

Comparative Market Analysis (CMA)

YOUR HOME HAS MANY VALUES: One to the tax assessor, one to the appraiser and another one to you. It also has different values to prospective buyers depending on their needs, wants and financial resources. However, in the end, what determines the selling price of your home isn't necessarily any of these things, nor is it what you paid, nor the proceeds you might need from a sale. What determines the selling price of your home is the market.

One of my most important jobs is to set a listing price that creates a market the best possible market, for your property. In order to do that, I will perform a Comparative Market Analysis or CMA. A CMA compares your home to similar properties - both currently on the market and recently sold. It takes into account factors such as location, price, features and property condition.

Additionally I will probe beyond the information a computer spits out and will look inside the numbers for events like price reductions or re-listings. I will rely upon first-hand experience in determining how the presence or absence of unique features impact the value to potential buyers. I will also conduct my own, independent analysis to gauge market forces such as supply and demand and consumer confidence - on a macro and micro level.

A CMA TAKES INTO ACCOUNT:

PROPERTY FEATURES

- > Location
- > Livable square footage and lot dimensions
- > Condition of property inside and out
- > Unique features

MARKET CONDITIONS

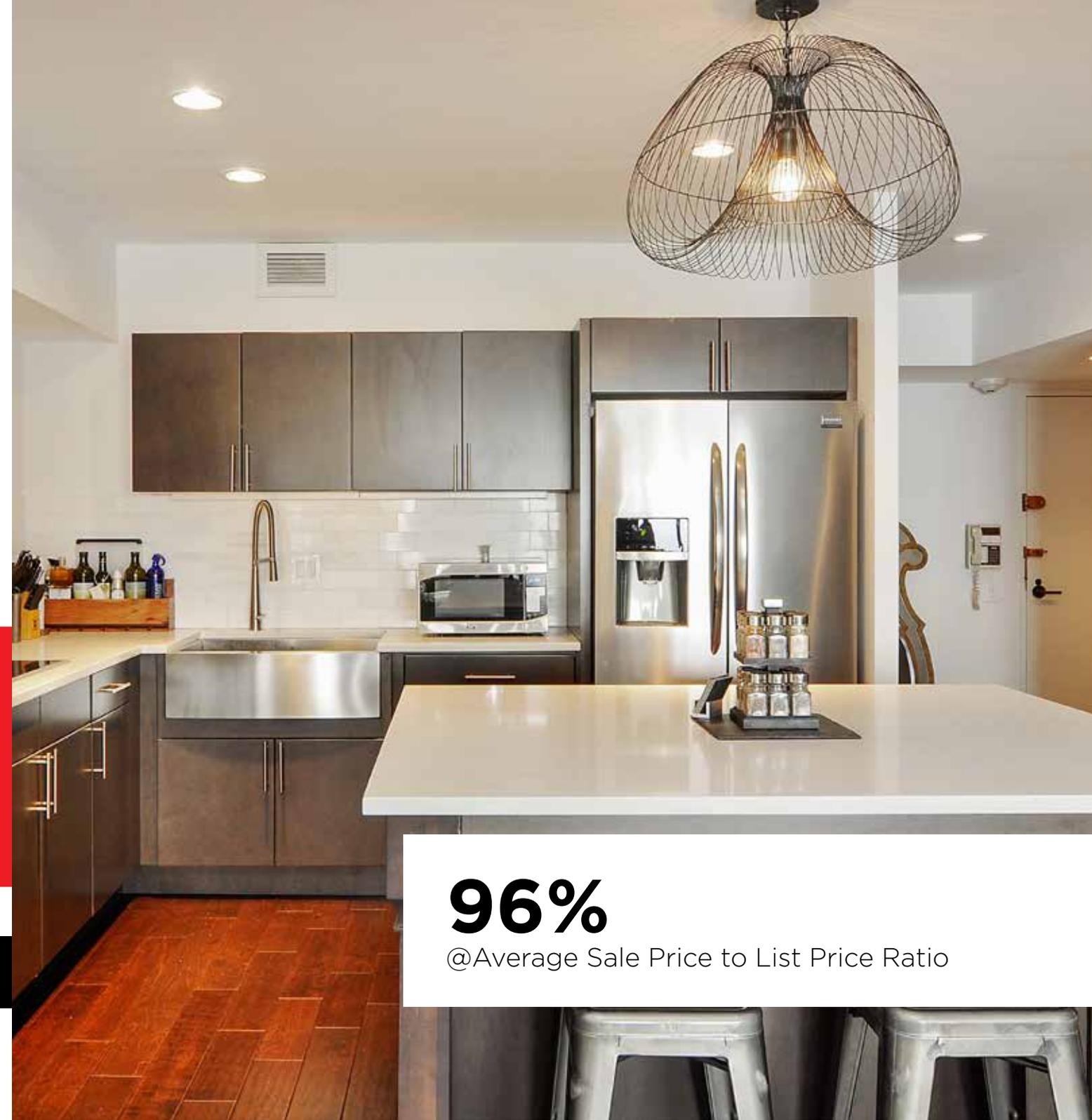
- > Supply and demand
- > Interest rates and availability of financing
- > State of the economy
- > Seasonal demand

COMPETITION

- > Price, location, features and condition
- > Market activity
- > Market time
- > Price changes, re-listings



A properly priced home will maximize showing opportunities and is crucial to a timely and lucrative sale.



96%

@Average Sale Price to List Price Ratio

Exposure

Just how important is **EXPOSURE** when it comes to selling your home?

Well, how important is breathing? Exposure is everything. And if the broker you hire isn't equipped to maximize your home's exposure to the marketplace, then, quite simply, they're not equipped to sell your home.

That's why @properties' entire marketing program is built around exposure: exposure through our own sales force of over 2000 plus @properties agents; through an in-house marketing department with full capabilities from e-marketing to graphic design; through the more than 15,000 members of the Chicago Association of Realtors and almost 50,000 members of the Multiple Listing Service of Northern Illinois; and through an exhaustive catalog of mass media, online and grass-roots initiatives custom-tailored to each individual listing. Our fully integrated approach showcases your home before the largest possible audience of qualified buyers.

A Market within a Market

In an industry where word-of-mouth is the most important medium for procuring sales @properties relies on an exhaustive network that keeps thousands of Realtors® citywide in the loop and up to date on the latest @properties sales and listing activity.

It all starts at home, where @properties has over 2000 agents that have cultivated a powerful market within a market that produces the highest ratio of intra-office sales – almost one-third – in the city. In fact, by the time your home hits the broader market, it has already been showcased to all @properties agents- and their spheres of influence – through a series of e-mail alerts, in-office presentations and exclusive previews.

But our micro-marketing is just the beginning. On a macro level, @properties connects with the many different audiences that comprise Chicago's vast brokerage community via targeted e-mail, print many other forms of high- and low-tech interactions. Our agent outreach is so effective that @properties boasts the shortest average market time and highest ratio of selling price to listing price of any major Chicago brokerage firm.



This “market within a market” results in the most efficient transaction environment in Chicago real estate. In fact, up to **A THIRD** of @properties-brokered transactions occur between an @properties buyer and an @properties seller, an unusually high ratio of intra-office sales and a testament to the power of the @properties network.

In The Know With The @agent

Even before your home is officially listed, @properties brokers market internally to a powerful network of more than 2,000 brokers – each with a broad sphere of influence that forms a rich source of prospects, buyers and referrals. This unique “market within a market” results in the most efficient transaction environment in the marketplace.

@AGENT APP Leveraging this “market within a market,” @properties brokers use an internal mobile app that has revolutionized the way we communicate about and transact real estate. The exclusive @gent App allows our brokers to match homebuyers with homes for sale, including pocket (off-market) listings. A number of @properties listings sell before they hit the broader market because of the exposure through the app alone – a testament to the power of the @properties network.

Beyond connecting buyers and sellers, the @gent App aggregates a knowledge base of every @properties broker in a searchable database, making it a great resource for recommendations on everything from vendors and service providers to local businesses.



Listing Brochures



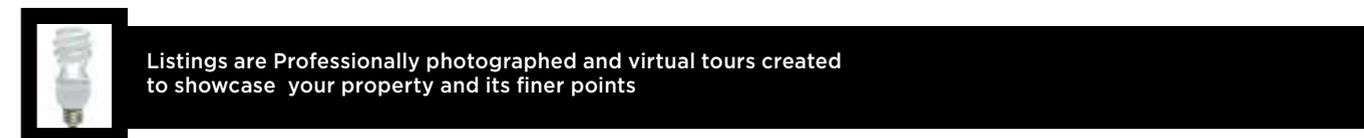
print brochures Your home will be beautifully represented in our marketing brochure.



luxury brochures My luxury listing brochure is a beautiful coffee table style hardcover book.



Listing brochures are enhanced with neighborhood information and photos, floor plans and home turf maps which show neighborhood amenity locations.



Enouncement & Direct Mail Postcards

@properties

NEW LISTING

446 W. Oakdale #3W

Gorgeous sunlit vintage apartment with 2400 square feet. Hardwood floors throughout with wonderful vintage details and modern upgrades. Jumbo living room with bay windows looking out over the treetops and grand wood burning fireplace. Separate formal dining room features a custom bookcase. White kitchen with granite counter tops, stainless appliances and breakfast room. Large bedrooms with organized closets. Bedroom 3 is used as an office. Large cedar closet and extra basement storage. Best of all, a priv roof top deck with pergola to enjoy the summer. This unit has individual garage parking. All chandeliers are excluded. Fantastic walkable neighborhood.

\$665,000

VIEW

STACY KAREL
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EMAIL ME **BIO & LISTINGS**

JUST LISTED

2933 N Clybourn Ave, 204
Chicago, IL
2 Beds | 2 Baths | \$335,000
2933Clybourn204.info

This is the largest 2/2 floorplan in these condos. This South Roscoe Village/West Lakeview unit is located on the highly desired, non-Clybourn-facing side of the building! This 15 unit boutique building is very well-maintained, pet-friendly professionally managed and comes with low assessments! Steps 1/4 block to the dog park, brand new pool, playground, tennis and basketball courts at Hamlin Park. This 2 Bed / 2 Bath extra-wide unit comes with a heated/attached garage space included in the price. Other features include hardwood floors, balcony off LR, master en-suite, stainless steel appliances, in-unit washer and dryer, granite counter tops, breakfast bar island, high ceilings. Great unit in a well-established and well-run building.

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UNDER CONTRACT IN 4 DAYS OVER LISTING PRICE

2021 N STAVE
Chicago, IL
4 Beds | 2 Baths | \$425,000
2021Stave.info

Selling my own fantastic short term rental property in a great Bucktown/Legan Square location. Each unit is 2 bedroom, 1 bath and there is a full unfinished basement for laundry and storage. Many updates including kitchen remodel, bathroom updates and paint. This property is a seasoned money maker with 2018 rental income over \$50k.

If you are interested in the short term rental market for your vacation home anywhere in the country, please contact me. In addition to my own vacation rental in Scottsdale, I am also managing properties for others and would love the opportunity to speak to you about the short term rental market.

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@properties

Online Exposure

The majority of buyers begin their home search online, which means a comprehensive digital marketing strategy is paramount to getting maximum exposure for your home.

@properties markets your home across the Internet with a newly-revamped website, customized property domains, web-optimized photography and video, enhanced listings on the leading real estate search portals, targeted email marketing, online classifieds and syndication to hundreds of additional websites.

- atproperties.com
- Property-specific domain names (YourAddressHere.info)
- LeadingRE.com
- Email marketing database
- Adwerx
- Enhanced listings that filter to the top of search results on popular home search portals including Zillow and Trulia
- Syndication of online listings
- condochicago.com
- Chicago Agent Database

Personal Websites



Social Media

Social Media is quickly becoming a very prevalent and respected communication method in our society. @properties is on the cutting edge of this technology. The current demographic of the most proficient social media user is now over 35 years old.

These online individuals are sharing information virally across the web to family, friends and colleagues alike. @properties has developed strategies to take your listing directly to these communities of potential homebuyers. We will incorporate Social Media Distribution channels such as Facebook, Twitter, Instagram and LinkedIn into the online marketing of your property to generate even greater exposure.

Exposure is Everything.

FOLLOW ME AT:



Facebook :
www.facebook.com/CONDOchicago,
www.facebook.com/stacykarel



Twitter:
twitter.com/stacykarel
twitter.com/CONDOChicago



Instagram:
[instagram.com/condochicago/](https://www.instagram.com/condochicago/)



LinkedIn:
[linkedin.com/in/stacykarel/](https://www.linkedin.com/in/stacykarel/)



YELP:
[yelp.com/biz/stacy-karel-condochicago-chicago](https://www.yelp.com/biz/stacy-karel-condochicago-chicago)



Bringing Old & New media together, I'm always working for you.

@properties®

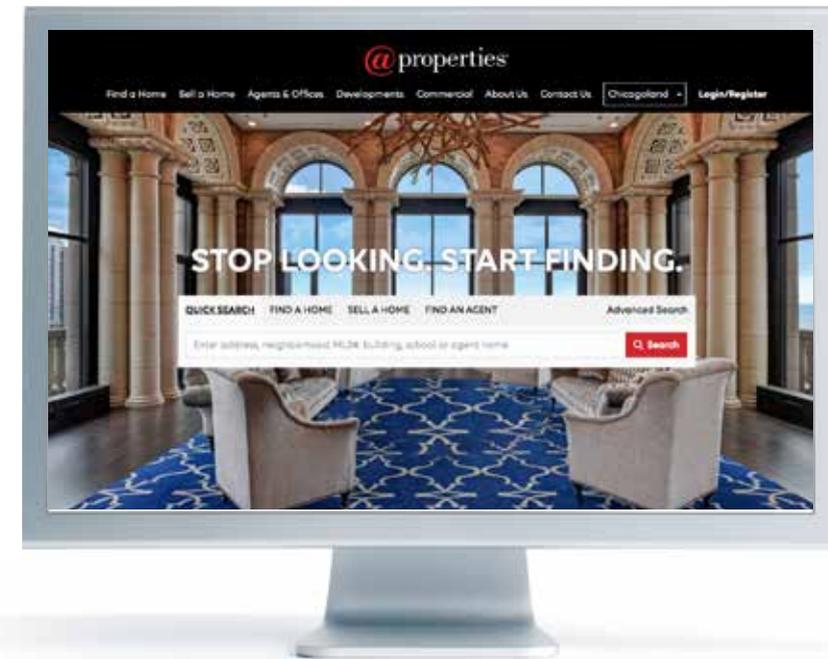
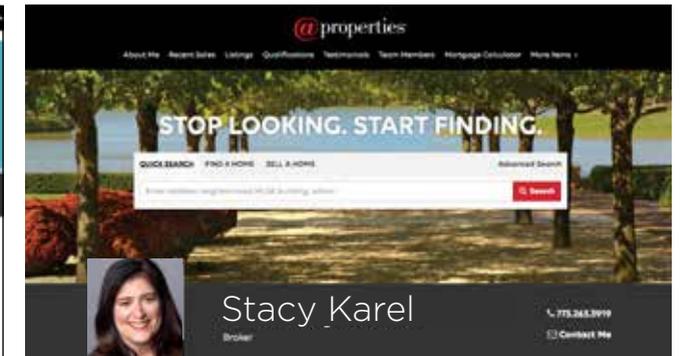
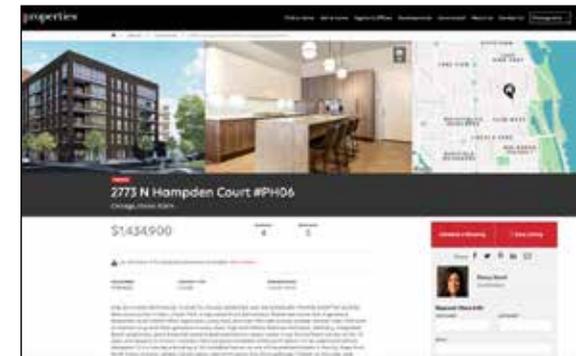
#1 IN CHICAGO

Stacy Karel
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1643NWINCHESTER.INFO

Every @properties listing receives its own domain name, which is prominently displayed on all our signage.

@properties.com



SET THE STAGE TO SELL

Part of attracting the best possible offer for your home is attracting the widest possible audience of potential buyers. But every buyer sees your home from their own unique point of view.



Preparing Your Home

One of the keys to success in today's ultra-competitive real estate market is to position your home as the most desirable property at a given price in a given area.

- Use neutral colors and décor to help your home appeal to the largest number of potential buyers. Add color through accessories like pillows, throw rugs and candles.
- Arrange furniture in small groupings that demonstrate a room's functionality, and do not overcrowd a room with furniture. Float furniture away from walls, and place pieces in a way that dictates logical traffic flow.
- If possible, position your most attractive piece of furniture so it is seen when entering the room.
- Open the blinds and drapes to let in extra light and make rooms seem larger. Use light, airy window treatments, like simple sheers on a curtain rod. Hang window treatments so they cover the least amount of glass making windows appear larger.
- Higher wattage light bulbs can brighten up dark areas, while dimmers are a low-cost way to add a desirable feature and allow you to increase or decrease light levels in different rooms.
- Camouflage outdated furniture or worn upholstery with slip covers, and replace worn bedspreads and throw rugs.
- Keep kitchen counters clean and clear of all items, and remove all magnets and notes from the front of the refrigerator. If your kitchen needs an update, paint cupboards with a neutral color and replace knobs on cabinets.
- Remove all personal items from the bathroom counter. Stock fresh towels and get a new shower curtain and rug for the floor.
- Personal photographs and mementos add warmth and character to a home, but use them in moderation so the buyer will focus on your home, not you.
- Use interesting accessories to draw the eye to desirable features like built-in shelving, book cases or fireplace mantels.
- Display knick-knacks and collectibles in neat, uncluttered groupings.
- Adjust the temperature in your home according to the time of year. In winter, warm rooms create a sense of coziness, while ceiling fans and air conditioning make your home a welcome oasis for buyers in hot weather.
- Remember outdoor spaces like your back yard, patio or balcony. Add furniture, plants or potted flowers with seasonal settings.

Preparing Your Home

Here is a checklist of preparations to make before showing your home. Be sure to consult me as I am an Accredited Staging Professional to find out what improvements I suggest.

DE-CLUTTER

Go through your home room by room and ask yourself what you can throw away and what you can box up and put in storage. Then do it again. Pay extra attention to areas like bookcases, shelves and kitchen and bathroom counters.

ORGANIZE

Storage space can be a dealmaker or breaker, so go through your closets and pantries and throw away, give away or put away anything you don't need. Clean out bedroom closets so that hanging clothes are aligned and have ample space. Remove items from closet floors. Reorganize and clean out your kitchen cabinets and line up dishes and glassware. Make sure bathroom and kitchen drawers are neatly organized - even your junk drawer.

CLEAN

Give your home a deep clean from top to bottom, including windows, upholstery and carpet, and the refrigerator and oven - yes, buyers actually open them. Vacuum floors, wipe down kitchen and bathroom countertops and empty waste baskets daily.

PAINT

A fresh coat of paint is the least expensive, most effective way to enhance the appearance of your home. Be sure to use neutral colors, but keep in mind that darker tones can give smaller spaces, such as powder rooms, an intimate feel. Consult your agent for recommendations. At a minimum, make sure to wash all walls and windowsills.

BRIGHTEN YOUR HOME

Light gives the impression of space, so it's important for every room in your home to have ample light at any time of day. Prior to showings, wash windows, raise blinds and turn on lights. Add floor or table lamps to brighten dark rooms or corners.



Virtual Staging of Vacant Rooms



Make empty spaces look filled,
**YOUR FIRST SHOWING
IS ONLINE!**

Negotiating Offers

What to expect in a negotiation

REMEMBER THAT MOST TRANSACTIONS INVOLVE A FAIR AMOUNT OF NEGOTIATION BETWEEN THE INITIAL OFFER AND A SIGNED CONTRACT. My objectivity, experience and counsel are usually indispensable in these situations. Keep in mind that price isn't the only thing that's negotiable in the sale of your home. A potential buyer can add any number of terms to the contract, which may make the offer more or less attractive to you.

SOME OF THE MOST COMMON ELEMENTS TO CONSIDER ARE:

PRICE

Experience and your agent's knowledge of the current market is invaluable in helping you decide whether to accept the offered price or counter with a higher one. I will also help you consider the time value of money in your decision, i.e. will a higher offer offset potential additional carrying costs?

MORTGAGE CONTINGENCY

Most buyers purchase a home subject to obtaining a mortgage. The terms of the mortgage and a timeframe for securing financing must be stated in the contract. Make sure you are comfortable with these terms and the buyer's ability to obtain a mortgage, because if they cannot, the contract will be void.

HOME INSPECTION

Most buyers choose to conduct an inspection of the property with a licensed home inspector to identify potential structural or material problems. If the inspector uncovers any issues, you and the buyer must negotiate what items will be addressed, by whom, and who will pay for them.

ATTORNEY APPROVAL

Attorney approval is usually a one-week period, in which both you and the buyer have your attorneys review the contract and suggest alterations. Upon attorney review, if the contract is not acceptable to either party, both have the option to cancel.

CLOSING DATE

This is the date when ownership changes hands and usually, but not always, the date when you must vacate and the buyer may occupy the property. If you have specific requirements for scheduling the closing due to your own move, the buyer's flexibility in this regard might be an important factor in deciding to accept an offer.



Typical closing costs are equal to approximately 1% of the purchase price for seller.

Contract to Closing

Closing Costs: Who pays for what?

SALE PRICE		BUYER	SELLER
COMMISSION	6% OF PURCHASE PRICE		S
LOAN ORIGATION	0-1% OF LOAN AMOUNT	B	
LOAN DISCOUNT	0-4% OF LOAN AMOUNT	B	
APPRAISAL	\$250-500	B	
CREDIT REPORT	\$50/REPORT	B	
INSPECTION FEE	\$350+/VISIT	B	
UNDERWRITING FEE	\$150-300	B	
PROCESSING FEE	\$100-250	B	
FLOOD CERTIFICATE	\$20-40	B	
TAX SERVICE	\$50-90	B	
COMMITMENT FEE	\$100-250	B	
ATTORNEY FEE	\$400-1,000+	B	S
DOCUMENT	\$60-150	B	
SETTLEMENT CLOSING	\$150-450	B	
TITLE INSURANCE	\$150-300 (BUYER)	B	
TITLE INSURANCE	\$300-1,000 (SELLER)		S
RECORDING FEE	\$60-80	B	S
STATE TRANSFER TAX	\$1.50/1,000		S
COUNTY TRANSFER TAX	\$3.00/1,000		S
CITY TRANSFER TAX	\$7.50/1,000	B	
SURVEY	\$150-500		S
TERMITE INSPECTION	\$40-\$100	B	S
INTEREST PER DAY	LOAN AMOUNT 365XRATE	B	S
ESCROW TAXES	1-5 MTHS (IF APPLICABLE)	B	
ESCROW INSURANCE	1-5 MTHS (IF APPLICABLE)	B	
ESCROW PMI	1 MONTH (IF APPLICABLE)	B	
TAX PRORATION	100-110% OF LAST TAX BILL		S

To obtain the best possible estimate for taxes and closing costs contact your real estate attorney.

What Are My Clients Saying?

TESTIMONIALS

..... “

Stacy was great and incredibly communicative. I usually received a response from her within minutes, which was greatly appreciated. She has great contacts with inspectors, attorneys and home repair people so you're never struggling to find reliable help. As a first time home buyer she always had an answer for every random question I could think of and explained the buying process very clearly to me. I would definitely work with her again and recommend to any friends looking to buy.

SH

..... “

Stacy Karel is excellent and making our transfer from Iowa to downtown Chicago very smooth! She began by emailing us "potential" properties in our specifications and we could flag them as yes, no, maybe. This was very helpful as my husband and I could sit down and go through them together. Once we decided we liked the New Eastside, we zeroed in on the building we preferred. Stacy was able to keep us informed the moment a condo was on the market. We trusted Stacy enough that we made offers on our condo without even seeing it! Yep, that's right, it may sound crazy - but we had looked at similar condos with the exact same floor plan. We were out of town so Stacy led us through the offers with helpful input and recommendations. Stacy

has a great group of contacts, i.e., home inspector, lawyer, etc. that helped simplify the closing process. Communication with Stacy is always very prompt. We are truly delighted with the condo we purchased and love the location (2 blocks from Michigan Ave and 2 block from the lake)! Thank you Stacy, we couldn't be happier!

KB

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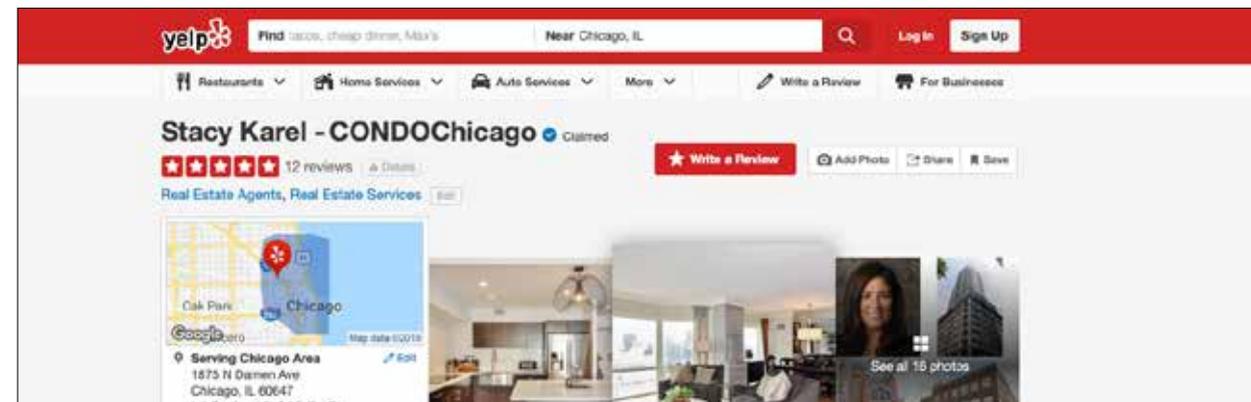
I truly enjoyed working with Stacy to purchase my first home. She is extremely knowledgeable, communicative, and attentive to all of her clients needs. I usually received a response from her within minutes, which was greatly appreciated. She has a great network of contacts including: inspectors, attorneys that all made the transaction very smooth. As a first time home buyer she always had an answer for every random question and explained each step in the buying process in great detail. I would not hesitate to work with Stacy again and recommend to any friends and family looking for a new home in the city.

MP

..... “

Stacey was amazing. arranged for showing after showing and sold my condo more quickly than I would have ever dreamed possible.

MK



What can I say? Stacy is incredible at getting things done in an efficient, professional, and productive manner. I've now worked with her to both find my amazing condo to buy and also to rent it out when I got transferred for a year. She's reliable, responsive, and really great to work with. I'd highly recommend Stacy to any of my family and friends. **Jordan T, Chicago, YELP**



Stacy provided lots of great options and was tireless in her efforts to find us an apartment. Super responsive. Very attentive. Forthright in her opinions but very driven to assist us to meet our goals. Will definitely be using Stacy again!!! **Alexander B, Chicago, YELP**



Stacy truly is the best. I could not recommend her more highly to anyone looking for/selling a place in the Chicagoland area. We first used her for our first home purchase in 2013. Recently, she helped us sell our home in the City and buy a home out in the 'burbs. We are thrilled with the outcomes of both. She is attentive, caring, diligent, appropriately aggressive and very knowledgeable about all things real estate related. Use Stacy! **Shaska D, Evanston, YELP**



In late June, for the 2nd time in 7 years, Stacy helped my wife and me find the perfect condo for our budget. Based on knowing exactly what we were looking for, she took my wife to see our new place before it was even listed. This was key in avoiding a costly bidding war that takes place every day in the hot Wicker Park neighborhood. Stacy Karel got the job done for us. She'll do the same for you.

Jack R, Chicago, YELP



Stacy truly epitomizes great customer service. She goes above and beyond in all situations and is a wealth of information. I've worked with her numerous times in the past several years and she never fails to amaze me with her ability to get things done and find the best solution in sometimes undesirable circumstances. She handles my property concerns as if they were truly her own. I can't imagine ever working with anyone else and I would never hesitate to recommend her to a friend or family member. Stacy is the best in the business! **Lauren H, Chicago, YELP**

AT THE END OF THE DAY:

Exposure is
everything.