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01.



every home has a
story



No real estate company understands this better than @properties Christie's International Real Estate. And we use the best branding, advertising and marketing resources to tell that story and engage prospective buyers.

@properties Christie's International Real Estate is committed to delivering the highest level of service in local real estate. We look forward to getting acquainted and sharing our story with you.

origin story

UNIQUE FROM THE START

It all began in Chicago in the mid-1990s, when Mike Golden and Thad Wong met at a small brokerage firm and quickly became the city's top-selling real estate agents. Despite their tremendous success, they recognized the need for better service and support for both agents and clients. So in 2000, the duo set out on their own to establish @properties.

Combining cutting-edge technology with upscale marketing, the firm quickly became a driving force in Chicago real estate and beyond. Over the next two decades, the company grew into one of the largest brokerage firms in the country, acquiring the Christie's International Real Estate global luxury network in 2021. Today, @properties Christie's International Real Estate is widely considered one of the most innovative companies in the industry.



Together, they promoted a culture that values innovation, relationships, excellence and love.

And they made a commitment to continuously expand, improve and **question the status quo.**

our

story



In 2016, Eric Walstrom and Alex Irrer founded Alexander Real Estate in Royal Oak. In 2018, they opened an office in Midtown, and over the next three years they built Alexander into the #1 brokerage firm in downtown Detroit. Recognizing the opportunity to offer clients even more in the way of technology, marketing and services, Alexander joined @properties Christie's International Real Estate in 2021. Today, with offices all over the state, @properties REMI Christie's International Real Estate is Michigan's fastest growing brokerage, maintaining the same local ownership but offering the scale and resources of a leading national brokerage. It all adds up to the best service and best overall experience when it comes to buying or selling a home.

michigan

offices

DETROIT

3100 Woodward Avenue #25,
Detroit, MI 48201



BIRMINGHAM

400 S Old Woodward, Suite 100,
Birmingham, MI 48009

GROSSE POINTE

100 Kercheval Avenue,
Grosse Pointe Farms, MI 48236



michigan offices

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01

CLARKSTON

25 S Main Street,
Village of Clarkston, MI 48346



ANN ARBOR

912 N Main Street, Suite 200,
Ann Arbor, MI 48104



NORTHVILLE

200 N Center Street,
Northville, MI 48167



ROCHESTER

105 W 4th Street,
Rochester, MI 48307

HARBOR SPRINGS

131 E Bay Street,
Harbor Springs, MI 49470



PETOSKEY

416 E Mitchell Street, Suite 1,
Petoskey, MI 49770



TRAVERSE CITY

129 S Union Street,
Traverse City, MI 49684



ROYAL OAK

215 S Center Street,
Royal Oak, MI 48067

love the
journey

2000

Mike Golden and Thad Wong establish
@properties in Chicago

2006

@properties lands
a spot on the *Inc.*
500 list of the
fastest-growing
private companies
in America

2009

@properties
becomes the #1
brokerage firm
in Chicago and
begins expanding
to surrounding
suburbs

2015

Artist Matthew
Hoffman paints a
mural that kicks off
@properties' LOVE
campaign

Alexander Real
Estate launches
in Detroit

2018

Alexander Real
Estate becomes
the #1 brokerage
firm in Detroit

2019

In less than
two decades,
@properties claims
the #1 market share
in the entire Chicago
metro area

2020

@properties
launches national
affiliate brand

2021

Alexander Real
Estate signs on as
the first @properties
affiliate in the country

2024

@properties Christie's
International Real Estate
is ranked #8 on the
RealTrends 500 list
of the nation's largest
residential brokerage
firms by sales volume

today

@properties everywhere

2024

@properties REMI
Christie's International
Real Estate becomes
the fastest growing
brokerage in Michigan
with offices all across
the entire state



#1

FASTEST GROWING
BROKERAGE IN THE STATE
OF MICHIGAN

#1

AVERAGE SALES VOLUME
PER AGENT IN THE STATE
OF MICHIGAN

#8

UNITED STATES

\$29_B

ANNUAL SALES

#1 in Detroit and Chicago based on sales volume data provided by Realcomp, 1/1/2022 – 12/29/2022.
8th largest brokerage firm in the nation by sales volume and over \$29 billion in annual
sales according to 2022 Real Trends 500 rank

01. ¹⁷₀₁

Since our inception, we have grown into the 8th largest and one of the fastest-growing brokerage firms in the nation with over \$29 billion in annual sales volume. Meanwhile, we are the #1 real estate firm in Michigan, Chicago and surrounding areas.



With the scale and resources of a leading national brokerage firm, our agents deliver **the best service in local real estate.**



01.

01

When a strong agent is backed by one of the nation's most innovative real estate brands, the results are unmatched. At @properties Christie's International Real Estate, our in-house marketing and technology teams produce best-in-class programs and products that give home sellers a competitive advantage in the marketplace. Bottom line: We offer the finest resources to ensure your home sale is the best you've ever experienced.



02.





we're local
we're global

Leading REAL ESTATE
COMPANIES
OF THE WORLD®

Real estate is a local business, and that means every home, on every block, in every neighborhood is unique, and each deserves the attention, care and consideration of a company that puts local first. But at the end of the day, we know that not all buyers are local. So when it comes to our marketing programs, we think globally.

As an exclusive member of Leading Real Estate Companies of the World® (LeadingRE), a network comprised of hundreds of top real estate firms around the world, @properties REMI Christie's International Real Estate connects sellers with homebuyers all over the globe.

artfully
aligned

CHRISTIE'S INTERNATIONAL REAL ESTATE

In addition to our partnership with LeadingRE, sellers benefit from @properties' ownership of Christie's International Real Estate – the world's premier luxury real estate brand and network. Spanning nearly 50 countries and territories, the Christie's International Real Estate global network offers more national and international exposure to the world's foremost luxury agents and their affluent clientele, plus exclusive print and digital marketing opportunities.



CHRISTIE'S COLLABORATIONS

Christie's International Real Estate was born out of Christie's – the world's leading art and luxury business that was founded in 1766. Our relationship with Christie's auction house creates exclusive opportunities that benefit our clients, from enhanced access to Christie's auction, private sale and appraisal services, to exposure at auctions and special events.

03.



industry leading
technology



THE ULTIMATE PL@TFORM™

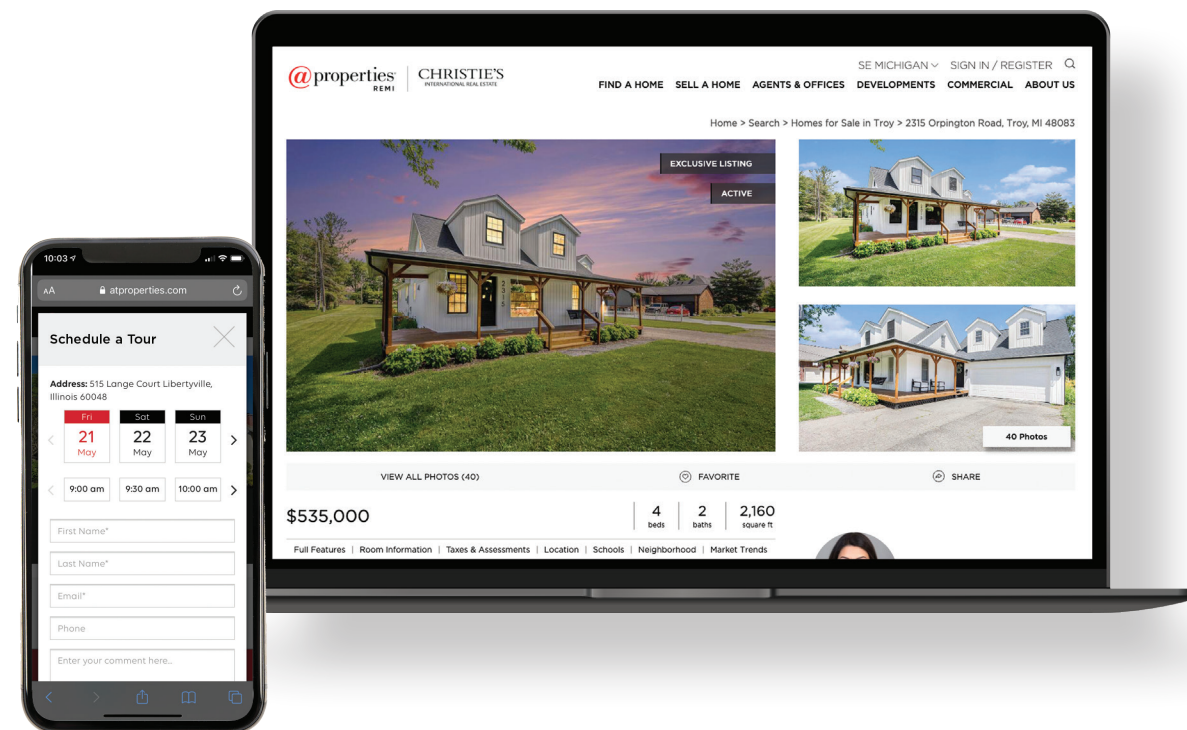
Selling a home today involves technology at nearly every turn. That's why @properties developed pl@tform, the industry's premier brokerage-tech solution. With a variety of digital apps, pl@tform makes the selling experience more seamless every step of the way – from listing to marketing to closing.



03.

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03



get to know **atproperties.com**

LISTING DETAIL PAGE

Every @properties REMI Christie's International Real Estate listing receives its own web page complete with photos and details about the home as well as an area map.

PHOTOGRAPHY AND VIDEO

Professional photography and video are among the most important marketing tools when selling a home. That's why every single @properties REMI Christie's International Real Estate listing includes a professional photography package optimized for both print and web.

INSTANT SCHEDULING

With our Instant Scheduling feature, buyers have the ability to request a showing directly from the listing detail page. This ensures every lead is captured.

@HOME REPORT

The @home report provides a data snapshot of your home, comparable properties and your local market, so you always know where you stand in the market.

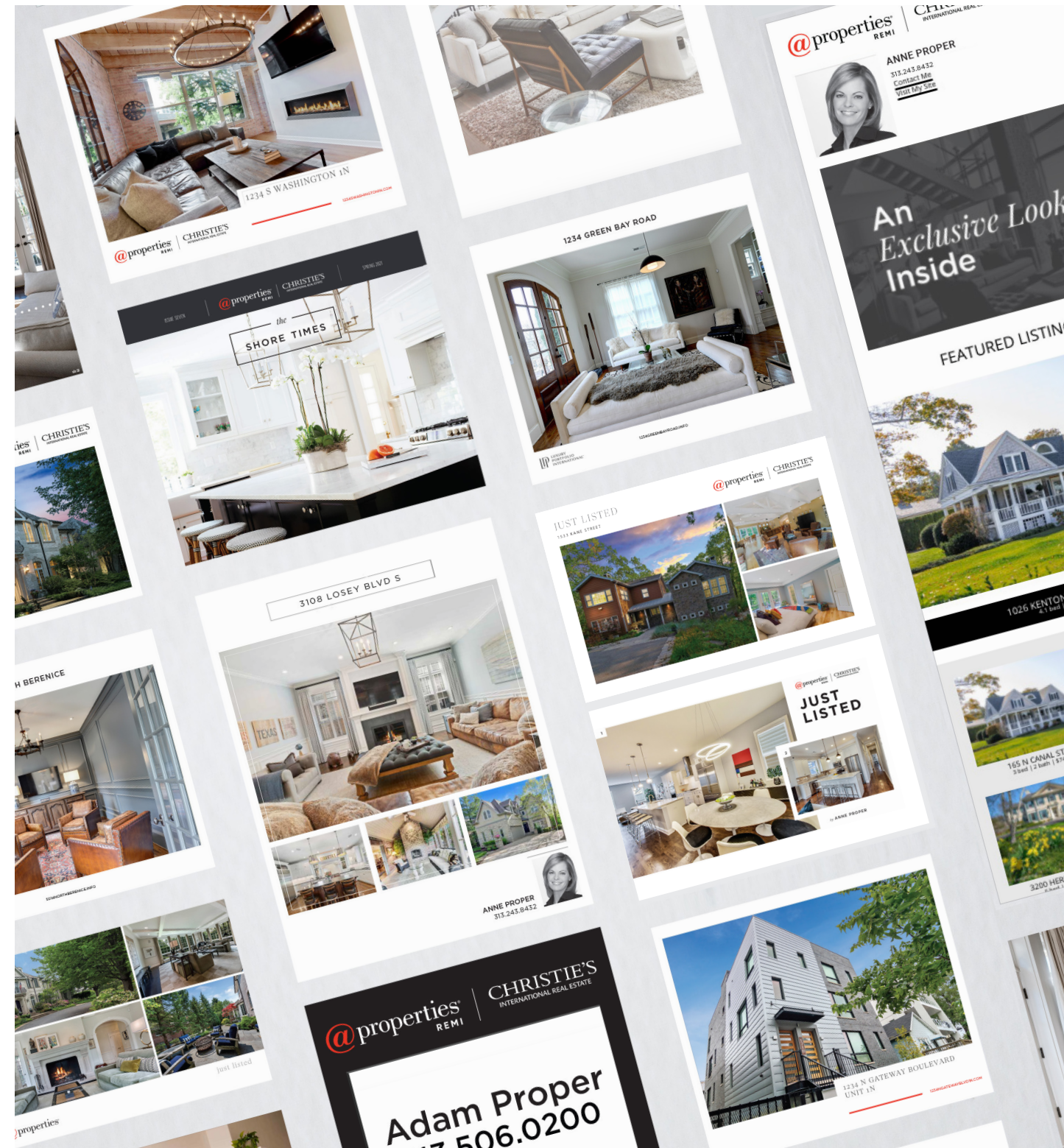
04



exposure is
everything

**THE STORY OF YOUR HOME IS
ALREADY WRITTEN...IT'S ALL
ABOUT PROPERLY SHARING IT.**

@properties REMI Christie's International Real Estate showcases your home to the largest audience of homebuyers through marketing programs that are built around EXPOSURE – exposure through an in-house marketing department with full print and digital capabilities; and through an exhaustive catalog of online, mass media and grassroots marketing initiatives – all tailored to address the specific challenges and opportunities of the marketplace.



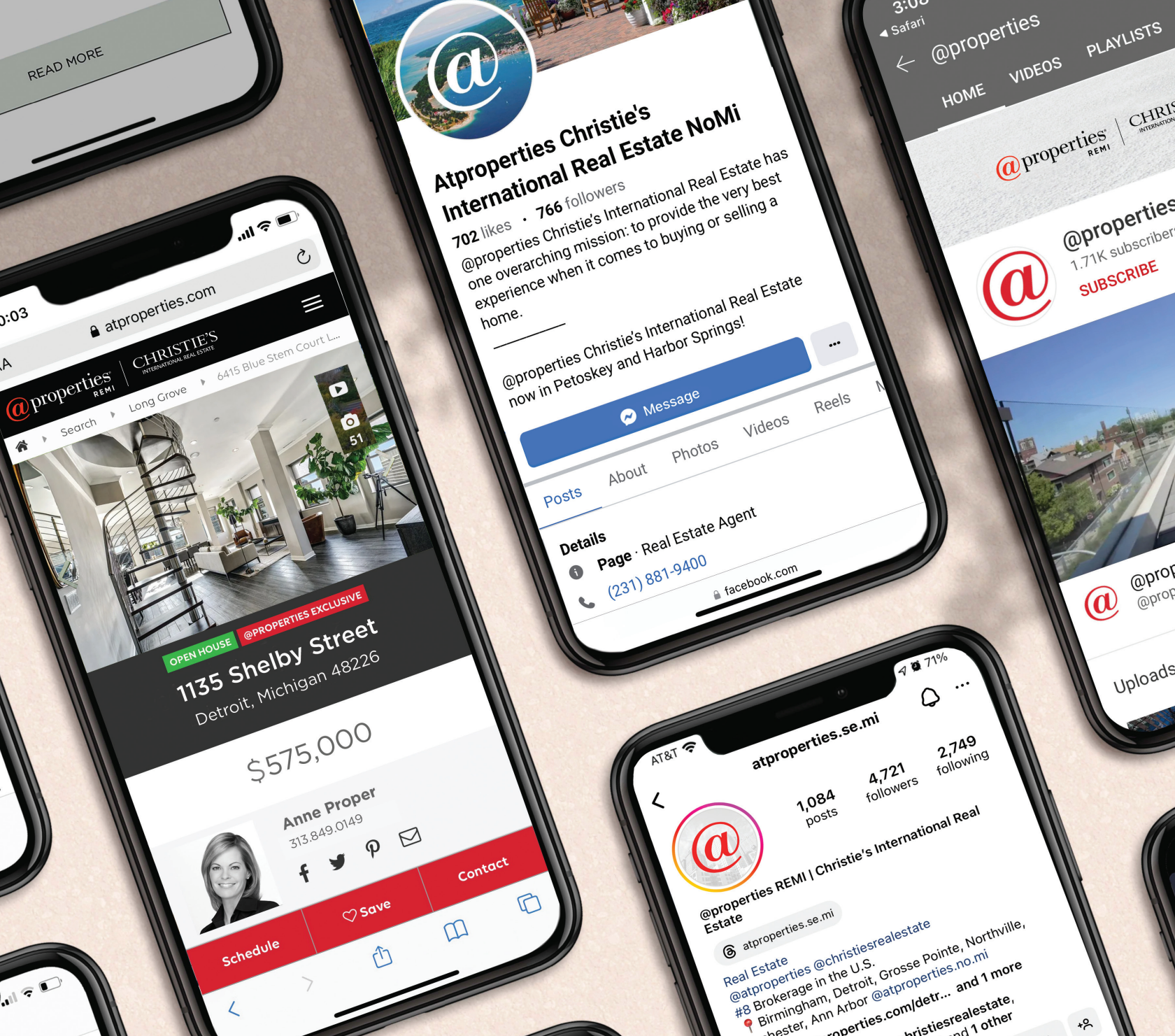
04.

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04

We provide these resources to give your listing maximum exposure:

- atproperties.com
- Zillow.com
- Trulia.com
- Realtor.com
- Multiple Listing Service (MLS)
- Professional Photography and Video
- Signage
- LeadingRE.com
- Custom Property Brochure
- Direct Mail
- Adwerx
- E-blasts and Social Media
- New ideas every day!



find us on:

 @atproperties.northernmi
@atproperties.southeastmi

 @atproperties.se.mi
@atproperties.no.mi

 AtpropertiesREMI

 @properties Christie's
International Real Estate
Southeast MI

@properties Christie's
International Real Estate NoMi

 @properties

social media advertising

We leverage the power
of social media to create
additional exposure for
your home.



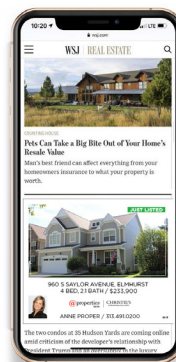


04.

digital marketing

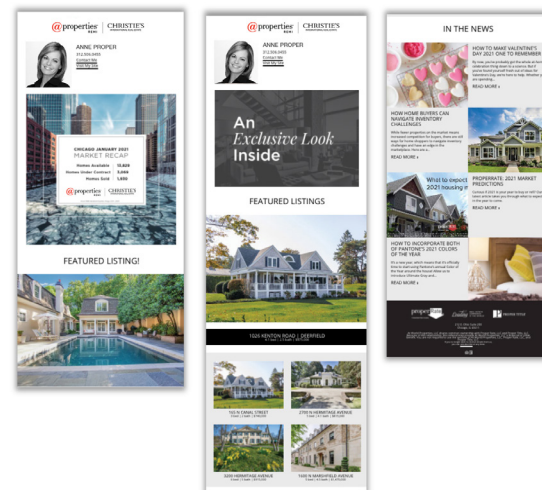
adwerx

Adwerx puts your home
in front of prospective
buyers through a listing
ad that appears on
hundreds of top websites.



email marketing

Featuring attractive
designs, our email
marketing tool provides
another effective way
to market your home
and engage buyers.



05.



on the
market



THE ART + SCIENCE OF PRICING

What is your home worth? @properties REMI Christie's International Real Estate is in the best position to answer that question accurately thanks to experience and technology like our Digital Comparative Market Analysis.



The surest way to get the highest selling price for your home is to be **priced right out of the gate.**



Our proprietary Digital CMA technology uses real-time MLS data to zero in on the most relevant comps, while @properties REMI Christie's International Real Estate's unrivaled boots-on-the-ground presence provides confirmation of local market trends that affect price. A CMA takes into account:

- Supply and demand
- Market activity
- Market time
- Price/status changes
- Interest rates and availability of credit
- Economic factors
- Seasonal demand
- Location
- Room count and square footage
- Lot size
- Views
- Condition of property inside and out
- Desirability of unique features
- Competition
- Price

BEFORE YOUR HOME IS SHOWN

One of the keys to success in today's competitive market is to position your home as the most desirable property in its price range. Making sure your home is in optimal showing condition will set it apart from the competition and could be the difference between a timely and productive sale or a long, drawn-out process.

Here is a list of preparations to make before showing your home:

- Declutter, clean and organize
- Maintain the exterior
- Paint
- Make repairs
- Brighten your home
- Remove pets
- Hire a home inspector



Staging helps present your home in **the best possible light.**

STAGING YOUR HOME

From using neutral colors and décor that will appeal to the largest audience to adding or arranging furniture to emphasize a room’s functionality, here are just a few staging tips that will make your home more marketable.



- Eliminate excess or oversized furniture so the room doesn’t feel overcrowded.
- Remove clutter from all surfaces in the kitchen, bathrooms and throughout the home.
- Allow as much light to come in as possible. Open draperies and shades, remove unnecessary blinds and move any items that may obstruct windows.
- While personal photographs and mementos add warmth and character to a home, use them in moderation so buyers will focus on the home and be able to envision it as their own.
- Add furniture, plants or potted flowers to outdoor spaces to make a great first impression on buyers.

Guiding your real estate transaction from contract to closing is a multi-step process that requires proactive management and **thorough attention to detail.**

CONTRACT TO CLOSE

Our emphasis on communication, organization and follow-through ensures that deadlines are met, documents are distributed and every item is in place to make your transaction efficient and seamless.



Our agents will guide you through each step of the process, including:

- Earnest money and escrow account management
- Distributing contracts
- Coordinating a home inspection
- Providing information to lenders
- Distributing required disclosure forms
- Collecting important documents such as required disclosures to fulfill contract contingencies
- Coordinating an appraisal
- Coordinating walk-throughs
- Updating you when contingencies have been satisfied
- Coordinating your closing
- Helping you find a new home

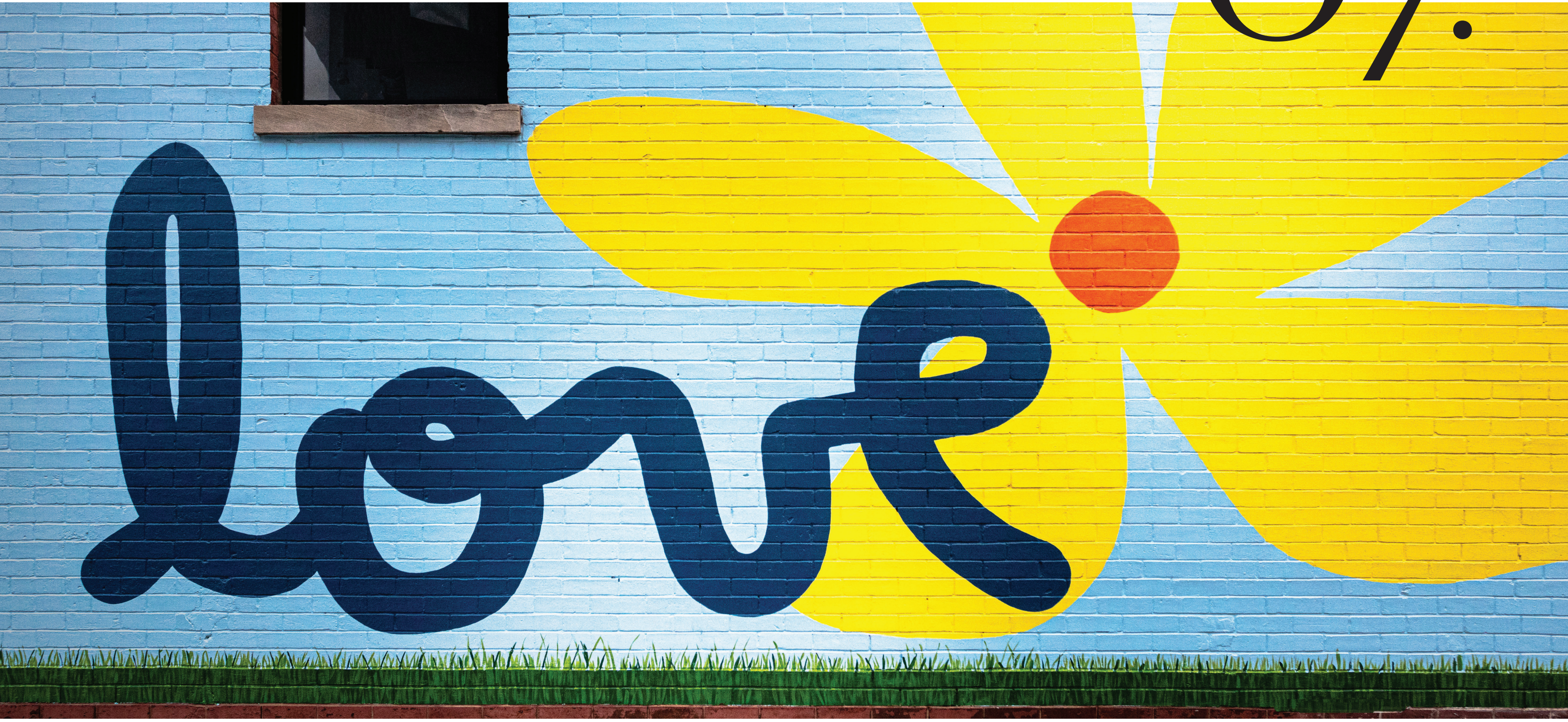


Our
Partner

Ambassador Title is a full-service title insurance agency serving the residential real estate industry. Ambassador Title is known for its exceptional level of customer service, providing dedicated staff for each closing to ensure greater efficiency and shorter closing times.

AMBASSADOR
TITLE

07.



love is the unity
in our community

@gives back
REMI

@properties demonstrates our commitment to community involvement through our charitable initiative, @gives back. This program supports a wide range of local charities and nonprofit organizations by providing financial donations, volunteer efforts, and awareness campaigns. Through @gives back, agents and staff are encouraged to actively participate in giving back to the neighborhoods they serve, helping to strengthen communities and make a positive impact.





STOP LOOKING.

— START FINDING. —



This office is independently owned & operated.