

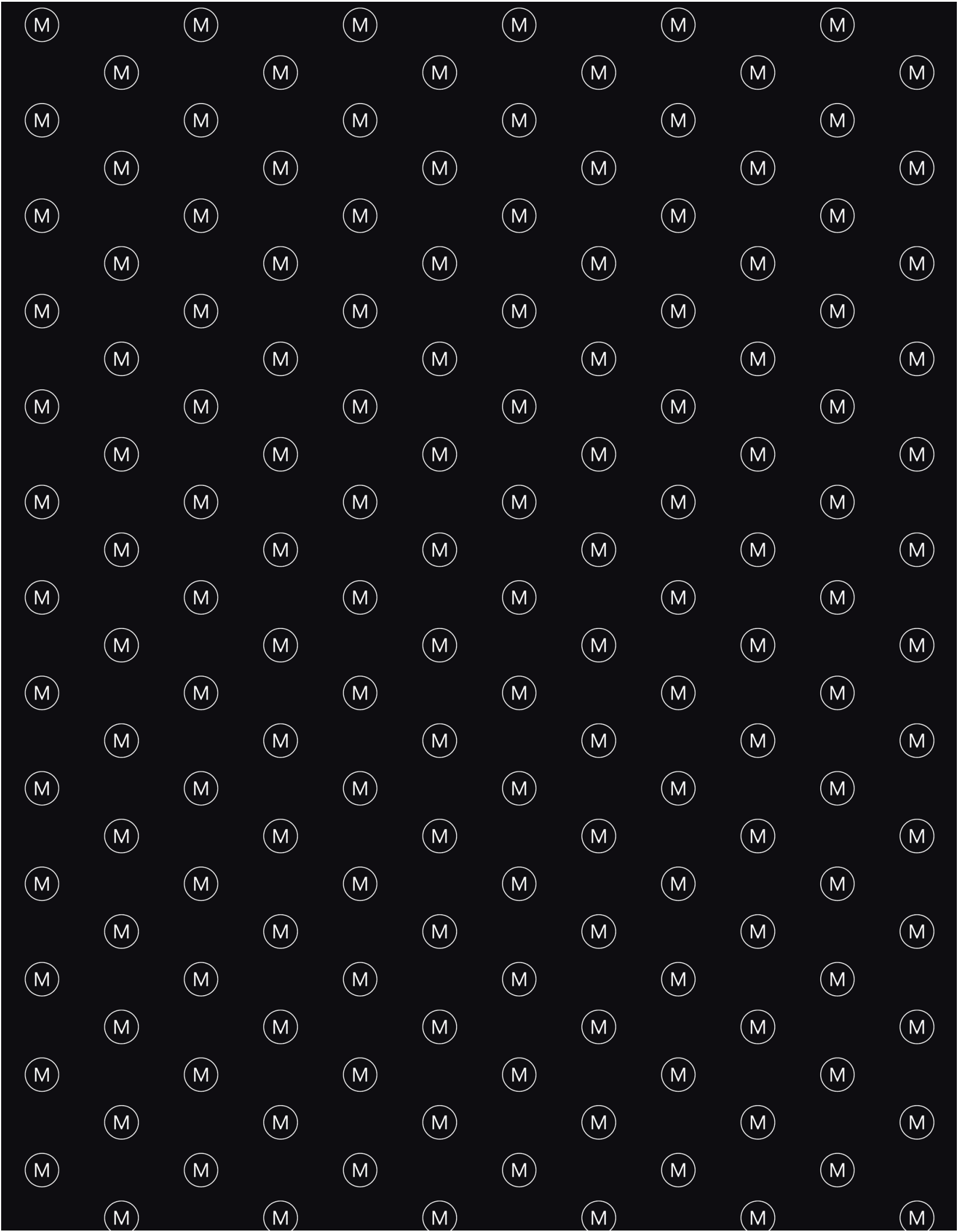
COMPASS



Home Sale Guide



MODA GROUP

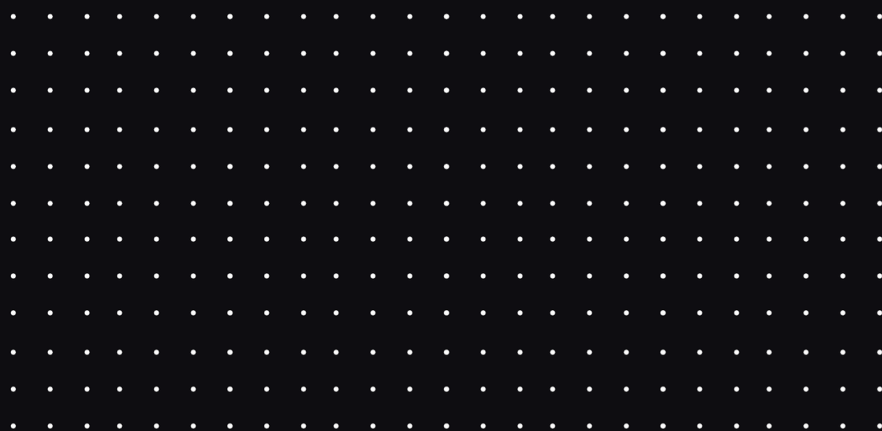


house·pi·tal·i·ty

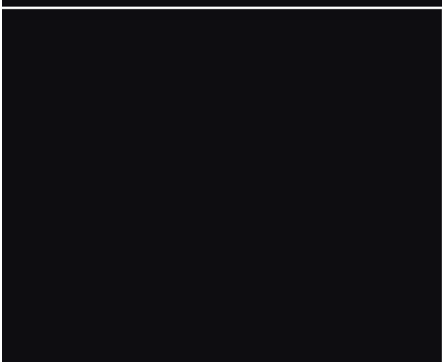
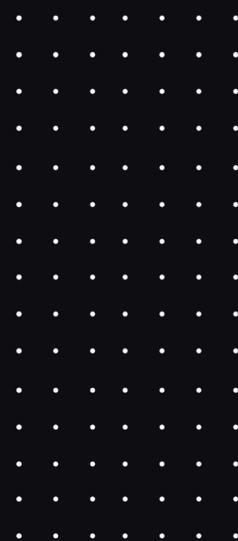
noun

1. An unparalleled white glove, 5-star real estate experience that puts client support and satisfaction at the center of every step in the process
2. The art of anticipating the needs and desires of clients before they recognize them, as it pertains to the process of buying and selling a home.

"After receiving Moda Group's signature Housepitality, I can never work with another Realtor again."



Meet the Team





James D'Astice
Founder, Licensed Broker



Lauren Herskovic
Founding Member, Licensed Broker



Abby Spurlin
Licensed Broker



Julia Pandorf
Transaction Manager, Licensed Broker



Tiffany Razo
Licensed Broker



Claudia Carlucci
Licensed Broker



Todd Hoffman
Licensed Broker



Greg Bloomer
Licensed Broker



Nora Rabideau
Licensed Broker



Hannah Peterson
Director of Operations



MODA GROUP

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James D'Astice
Founder, Licensed Broker

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Why did you decide to go into real estate?

It really wasn't on my radar. In 2009, I was waiting tables and fresh out of college struggling to find a job in advertising so I decided to follow my wife's lead and get my license. Turns out, that was one of the best decisions I've ever made. I basically tripped and fell into my dream job! The rest is history...

What is your favorite part of your job?

Guiding clients through a real estate experience that is bumpy, rocky, challenging... and then coming out on top. It is super rewarding and if it has a positive impact on someone's life, that's the best part of all.

What is your absolute favorite thing about Chicago?

The restaurant scene. Chicago has become a world class dining destination, and I get to take advantage of it every day. (And I do!)

If you could only share one piece of advice with sellers, what would it be?

Sellers often make the mistake of overpricing their home because they assume the higher the list price, the higher the sale price. In fact, it's quite the opposite. Buyers are not attracted to anything overpriced - be it a purse, a mattress or a home. Buyers are attracted to fair market value. We do the homework upfront so that you know what fair market value is and because pricing right the first time around is crucial to selling your home. The most serious buyers will visit your home within the first few weeks. The last thing you want is for them to pass on your listing because it's overpriced only to be rewarded with a lowball offer months down the road.

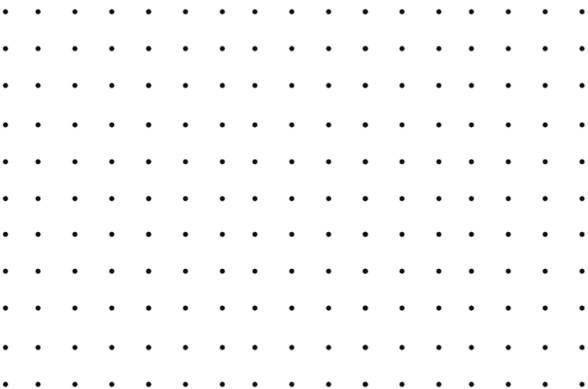
You have 4 free hours on a Saturday afternoon; how are you spending it?

It's rare that I get a stretch of 4 hours on a Saturday, but if I do get it, I love being Dad, making breakfast and hanging out with my daughter, Stella.



Lauren Herskovic
Founding Member, Licensed Broker

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Why did you decide to go into real estate?

I always loved the idea of helping people find their next home, but it always seemed like more of a pipedream than a realistic option. But finally, after burning out in the corporate world, I decided to stop wasting my life and get into a career that excited me. And I haven't looked back since!

What is your favorite part of your job?

The excited sound in someone's voice when you tell them they've got a deal and they've got their dream home. If I could somehow bottle that and open it whenever I needed a boost, I would. Until then, I guess I'll just keep chugging coffee.

What is your absolute favorite thing about Chicago?

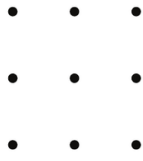
This city has something for everyone: beach, food, history, culture, music, comedy, more food, sports, art... whatever you could ever want or need, you have it at your fingertips.

If you could only share one piece of advice with sellers, what would it be?

Contrary to what many sellers may think, the sales price of your home is not dictated by what you paid, what you want, or even what a real estate professional says! It is dictated by the market. I'll use my knowledge, experience and expertise to help you determine the value (and we'll maximize that with staging and other proven strategies to increase value) but it is ultimately the buyers who will decide what your home is worth.

You have 4 free hours on a Saturday afternoon; how are you spending it?

A long walk along the 606 with my dog, Harvey, followed by a well-earned treat: a Stan's Donut, a slice of pizza from Dante's, a cocktail from Best Intentions...or all of the above.

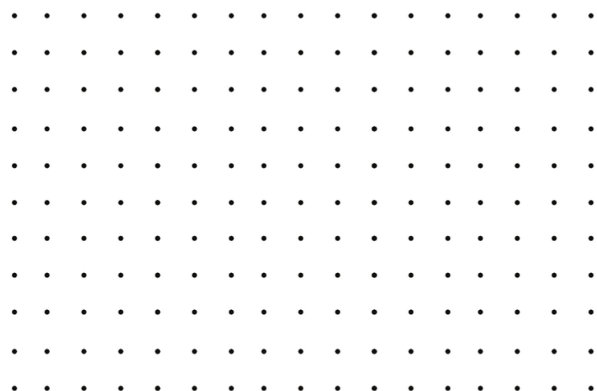


Abby Spurlin

Licensed Broker

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407.848.4806



Why did you decide to go into Real Estate?

One of my passions in life is history, whether that be the history of a city, its architecture, the various cultures, or the people. Real Estate allows me to immerse myself in Chicago's history, and help my clients do the same.

What is your favorite part of your job?

Creating long-lasting relationships. I love meeting new people, listening to their stories and finding out their passions and interests. In real estate, we have the privilege of bringing those dreams to life. Seeing a smile on my client's face when they enter their dream space is priceless.

What is your absolute favorite thing about Chicago?

I love that Chicago is a city with a million things to offer, but it also feels like an idyllic small town. One of my favorite things to do is hop on a bike and ride through the charming tree-lined streets, watch dogs and kids playing in parks, and hear the sound of laughter flow through patios as I make my way to the lake to catch a cotton candy sunset overlooking the iconic skyline.

If you could share one piece of advice with buyers, what would it be?

Keep an open mind. A lot of buyers are set on a particular neighborhood and street in the city. Chicago has a rich, complex and beautiful history that makes every neighborhood and street corner uniquely wonderful. You never know if your dream home is just a few blocks away or located in a nearby neighborhood.

You have 4 free hours on a Saturday afternoon; how are you spending it?

On a sunny Chitown summer day, I would go for a quick run on the beautiful Lakefront Trail, stop by the vibrant Lincoln Park Farmers Market (flowers, grilled cheese and strawberries in hand), then hop on a bicycle, and cycle through the streets with my husband. If I still had time to spare, I would meet friends or family at an outdoor patio for brunch.



Julia Pandorf

Transaction Manager, Licensed Broker

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Why did you decide to go into Real Estate?

I've always loved going to open houses and looking at new properties in the city, every home has its own uniqueness! Being able to turn that into a job was a dream come true!

What is your favorite part of your job?

Meeting new people everyday and helping them navigate through their real estate needs! I love to show people the fun side of real estate so that they can enjoy every moment of the process and be excited, not stressed out!

What is your absolute favorite thing about Chicago?

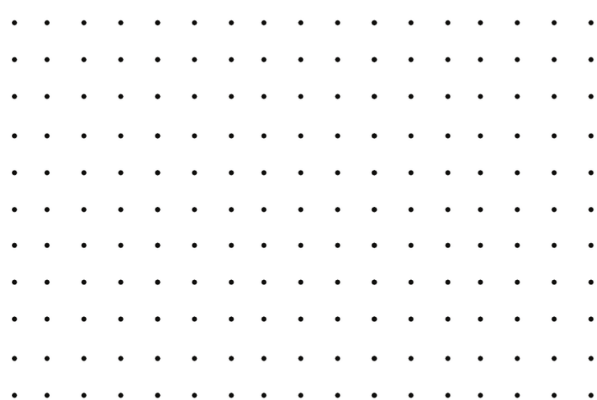
FOOD. There's never a minute where you can't find the exact food you are craving and it's unbelievable how easy it is to get anything delivered to your home! Chocolate milkshake and egg rolls at 6am on a Sunday? 100% doable.

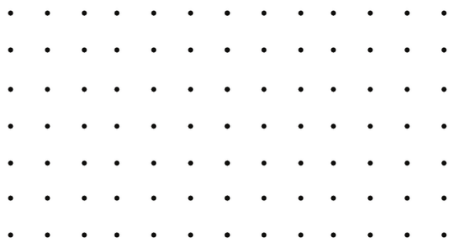
If you could share one piece of advice with sellers, what would it be?

Be flexible! If you are selling your home, you'll need to open up your schedule and allow time for open houses, showings, and vendors to come in during the process. If you truly want to sell quickly, flexibility is key making things as smooth and easy on potential buyers as possible.

You have 4 free hours on a Saturday afternoon; how are you spending it?

Grabbing a couple friends and heading to a new brunch place with (preferably bottomless) mimosas and bloody mary's and then making my way to Sweet Mandy B's for dessert. I'll bring my goodies home, turn on some Netflix or HBO and relax.

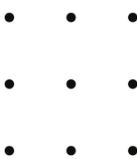




Tiffany Razo

Licensed Broker

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Why did you decide to go into Real Estate?

After purchasing my first property, I was intrigued and wanted to learn more. The more I learned, the more I wanted to share with others. So I got licensed and now I focus a lot on educating my clients, especially first-time homebuyers. I want people to know that they don't need to be scared and what an amazing feeling it is to be a homeowner.

What is your favorite part of your job?

Watching my clients blossom into confident, knowledgeable buyers! It warms my heart when they start noticing features of a property that they never used to - like being able to identify galvanized plumbing vs copper, or if there is grounding electric wire in a home. It's important to familiarize yourself with different parts of your home so you know exactly what you're getting and how it all works once you're living there.

What is your favorite part of your job (sell side)?

I love seeing my clients start a new chapter in their lives, and have a role in making that exciting transition happen for them.

What is your absolute favorite thing about Chicago?

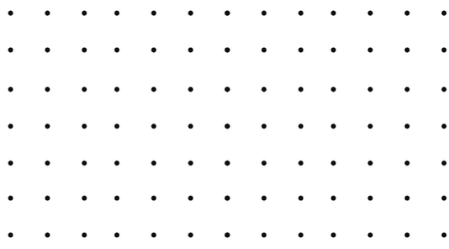
The restaurant scene! You can find any type of cuisine in this city, whatever you're craving, and it's all authentic and delicious.

If you could share one piece of advice with sellers, what would it be?

Pay attention to the data and the facts. The worst thing you can do is over-price your property when you go on the market. The home will take longer to sell which, in turn, will make buyers wonder what is wrong with it. Buyers are savvy and, just like you, they're looking at comps. So hear what the market is telling you and price accordingly.

You have 4 free hours on a Saturday afternoon; how are you spending it?

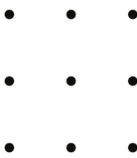
If it's warm out, I'm heading to a restaurant that has a patio or rooftop to soak in the sun (with good company, of course). If it's cold out, I'm snuggling on the couch with my furry babies and watching a movie.



Claudia Carlucci

Licensed Broker

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Why did you decide to go into Real Estate?

I’ve always been fascinated by how people transform their house into a home, and I just knew I wanted to be a part of that process.

What is your favorite part of your job?

I love being able to meet new people on a daily basis and to help those people navigate the journey to homeownership. It can be overwhelming at times and I take great pride in making the process stress-free and exciting for my clients. Because it is exciting!

What is your absolute favorite thing about Chicago?

The fact that it feels like a giant small town. The people are so friendly and welcoming, but there are always new places to explore, even after living here for decades.

If you could share one piece of advice with sellers, what would it be?

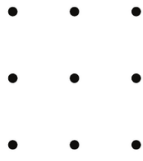
Buyers like properties that are turn-key. Even if your home isn’t quite there, investing in smart updates will lead to a higher selling price and shorter market times.

If you could share one piece of advice with buyers, what would it be?

Listen to your gut! If you find a place that checks all of your boxes and you know you want to live there, do it! It’s easy to think “what if there’s something better out there?” but if a place is right for you, you’ll know.

You have 4 free hours on a Saturday afternoon; how are you spending it?

Eating. My favorite activity is finding new local restaurants to try, and I’m so lucky that this city offers an endless list of options (and eating opportunities)! I’m passionate about supporting small businesses and, let me tell you, I definitely do my part!

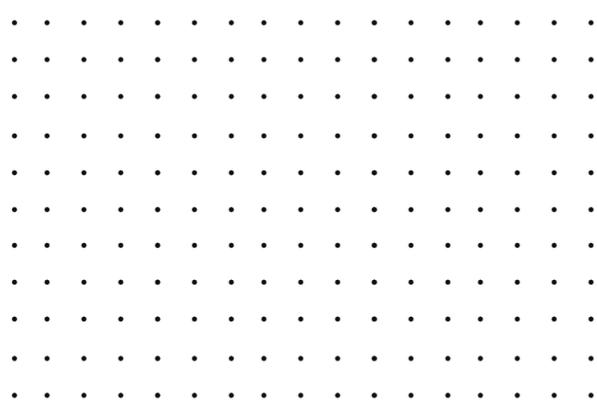


Greg Bloomer

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Why did you decide to go into Real Estate?

I decided to go into Real Estate because I always knew I wanted a job that allowed me to work directly with people (and not be chained to a desk!) in order to help them achieve a goal, and homeownership is the ultimate goal.

What is your favorite part of your job?

My favorite part of my job is hearing from my clients about how happy they are in their new homes after moving in and getting settled. It's very rewarding to know that the work you put in has had a positive impact on someone's daily life.

What is your absolute favorite thing about Chicago?

The diversity of the neighborhoods and the people. If you want to go have a fancy night out, go to River North or West Loop. If you want to find some of the best Mexican food you've ever had, check out Pilsen. If you're me, check out Boystown.

If you could share one piece of advice with sellers, what would it be?

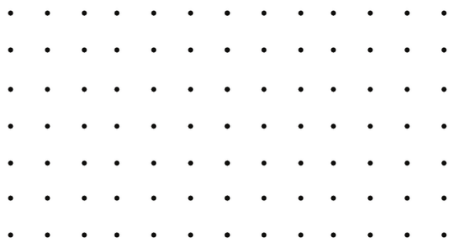
Put in the work before you list; it will pay off big time. Buyers love homes that look like they are well taken care of and ready to be lived in, and they'll pay more when they find 'em.

If you could share one piece of advice with buyers, what would it be?

Do not wait to submit an offer on a home you love! You might find your dream home during your first day of home tours and if you wait to be sure you've "seen everything," someone else might swoop in and snag that one while you're out there looking at the others.

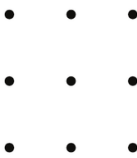
You have 4 free hours on a Saturday afternoon; how are you spending it?

Wait, Realtors can get free time on Saturdays? This is exciting news! If I had 4 free hours on a Saturday afternoon I am doing one of two things: If it's nice out, I'm finding friends to have drinks with on any of my favorite patios/rooftops. If it's not so nice out (as we are all too familiar with around here) you'll find me cuddled up on the couch with my boyfriend, dog and cat, watching whatever entertainment Netflix has graced us with that week.



Todd Hoffman
Licensed Broker

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Why did you decide to go into Real Estate?

I’ve been in the Real Estate industry for X years as a Home Inspector, and I wanted to be a larger part of the process for home buyers and sellers. Plus, having that Home Inspector experience, I felt that bringing that knowledge and expertise to the table could offer a unique value to any prospective home buyer and seller.

What is your favorite part of your job?

I’m a people person who is easily bored by routine, so meeting new people is always an adventure. There’s never a dull moment in this career, and no two days are the same. I also find it very rewarding to educate people on their investment and find solutions to their problems.

What is your absolute favorite thing about Chicago?

The range in diversity from people, culture and - of course - the food scene is what really attracted me to Chicago and what makes me love it more every day.

If you could share one piece of advice with sellers, what would it be?

Marketing is so crucial. Really going the extra mile in showcasing your home - including everything from cleaning and de-cluttering to painting and staging to professional photography and printed brochures - will really set your home apart from the competition.

If you could share one piece of advice with buyers, what would it be?

Keep your offer simple. Sellers tend to see lots of contingencies as an opportunity for the deal to fall apart. They are more inclined to choose a relatively “clean” offer to ensure they get to the closing table.

You have 4 free hours on a Saturday afternoon; how are you spending it?

That would be a combination of sussing out the next great place to find the best chilaquiles, spending some time hiking in the woods, an afternoon matinee with my son, and relaxing with my friends and loved ones over some good old fashioned home cooking.



Nora Rabideau

Licensed Broker

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Why did you decide to go into real estate?

I have always had a passion for building relationships and helping people. In my previous career I was a corporate legal recruiter, helping attorney's navigate changes in their careers. Being a recruiter has a lot of similarities to being a broker; in both capacities you are helping people navigate some of the most significant decisions that they will make in their lives. There is little that is more personal and foundational than the decision to buy or sell one's home. I decided to get into real estate so that I could extend my reach into the community around me to help my friends, family and those in my community (or soon to be) navigate these huge life decisions.

What is your favorite part of your job?

By far my favorite part of my job is building long lasting relationships with my clients. I don't view the relationships with my clients as transactional, but rather as a long term relationship that extends past real estate. It is the relationships that we develop that turn a neighborhood into a community. I have clients who have become dear friends of mine and others that I often see out and about in the city. I love that I am able to touch so many people's lives and help build that sense of community.

What is your absolute favorite thing about Chicago?

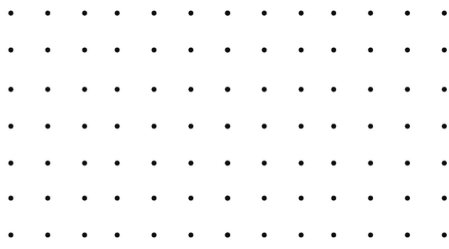
Having spent time in a number of cities before settling in Chicago, summertime in this city is unlike any other city I have lived in. The streets come alive with weekly neighborhood street fests, farmers markets, and restaurants spilling out onto the sidewalks. The energy in the city is truly unmatched.

If you could only share one piece of advice with buyers, what would it be?

The small details have big impacts. Seemingly small details such as clutter (or lack thereof), flow, and proper staging can have a huge impact on the speed and ultimate sale price of your home.

You have 4 free hours on a Saturday afternoon; how are you spending it?

You'll likely find me hanging out with my husband, my golden retriever and some friends on a patio enjoying good conversation at one of Chicago's many amazing restaurants.



Hannah Peterson

Director of Operations

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Why did you decide to go into Real Estate?

After learning that the banking world wasn't for me, I wanted to gain some experience in a different field, so I thought I'd give property management a try. I really enjoyed my 2 years in that role, but I wanted to be part of something bigger, so I sought out a role on a growing real estate team. I am constantly inspired by the team's level of professionalism and dedication to our clients, and the relationship we build with the people we serve. It's incredibly gratifying.

What is your favorite part of your job?

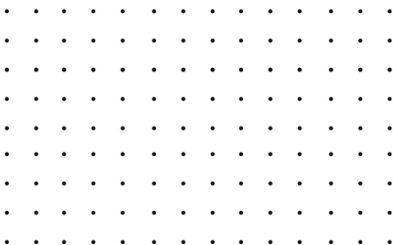
I love the collaboration with the team, especially when we're strategizing how to market our clients' properties or to market ourselves! Being a part of that creative process gets me excited to come into work every day.

What is your absolute favorite thing about Chicago?

The diversity and culture this city has to offer. And the Cubano sandwich at El Cubanito.

You have 4 free hours on a Saturday afternoon; how are you spending it?

I love to spend time with friends going to restaurants or our favorite bars, such as Go Tavern and Star Bar. In the summertime, I like going to a White Sox game or taking a stroll through Lincoln Park Zoo. However, nothing beats laying on the couch with a good snack and watching a scary movie any time of the year!



Team Stats

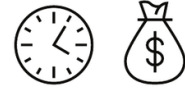
Avg days
on market

Moda

16

Chicago

75



Our listings sell
3.5X faster and 2%
higher than the
Chicago average.
On a \$500,000
listing, that's an
extra \$10,000 in
your pocket.

Sales Price to
List Price Ratio

Moda

99.7%

Chicago

97.7%

56% of our listings sell in under a week!

**Moda Group represents buyers and sellers across
Chicagoland and the surrounding suburbs:**

Lincoln Park

Lakeview

Bucktown

Wicker Park

West Town

Ukrainian Village

Noble Square

Logan Square

South Loop

River West

West Loop

Fulton Market

River North

Gold Coast

Andersonville

Roscoe Village

North Center

Lincoln Square

Ravenswood

Edgewater

Uptown

Rogers Park

Albany Park

Mayfair

Jefferson Park

Portage Park

Edison Park

Park Ridge

Oak Park

Forest Park

Evanston

Downers Grove

Avondale

Kenwood

Irving Park

Norwood Park

Skokie

Bridgeport

Streeterville

Lakeshore East



It's not everyday that my husband and I feel as passionately about a review or referral, but James and his team come highly recommended by both of us! We found ourselves needing to sell our condo and move on to what was next for us sooner than later, and James helped us to navigate the selling experience with ease. Within 3 days of being on the market, we sold for over asking price! He also helped us to secure what is proving to be the perfect new home for us and we couldn't be happier. His professionalism, market knowledge, and respect for his clients and their goals provides a sense of trust and security through working with James. Big decisions go in to both buying and selling and James provides a genuine comfort through his advising and expertise. We had the most ideal experience with both our buy and sale with James and team!

— Megan & Kevin R.



From our first conversation, Lauren had great communication and really did an A+ job setting proper expectations and reviewing the state of the market. The real cherry on top was receiving multiple offers over asking price within hours of listing and getting under contract the next day.

— Lindsay & Brandon



Patrick and James and the entire Moda Group team brought a level of expertise, customer service, and valuable selling tools that I had not experienced with any other realtor before. We recognized that my condo would benefit from some rehabbing before selling, so they turned me onto a financial program offered through Compass where I could apply for funds to pay for the renovation work (interest free) and then have that sum deducted from my final sale price. They helped manage the rehab project to get my place in great shape before going on the market. Due to this extra effort, we sold quickly and got a good price for my newly updated condo. Patrick and team went the extra mile in my mind and it worked out to be a win/win situation. I would highly recommend working with this group in the future. They know what it takes to sell in this market!

— Jonathan H.



I have never encountered a more competent, more responsive, more knowledgeable agent than Tiffany, and I went through 8 different agents in the buying/selling process. Everything from pricing to listing to photography to showings was done with the utmost perfection. She immediately knew what worked and what didn't. She was always on top of everything all throughout the process and kept communication open and efficient the entire time. I would wholeheartedly recommend (and often do) Tiffany to any and all looking for a real estate agent for their sales/purchases.

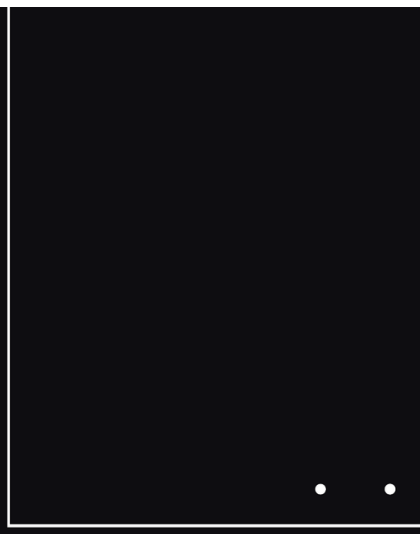
— Moheet M.



"I had the pleasure of having Abby Spurlin as my Real Estate Broker for both the Sell and Buy-side. I am so very thankful I did and would highly recommend her to anyone interested in buying or selling their condo/ house. Abby will make you feel as the number 1 priority, she is attentive, responsive, informative, detailed, and proactive in anticipating the market and your needs. She is very data-driven and ensures that you are getting value for both the sell-side and the buy-side.

My fiancé and I had an outdated, duplex-up condo in Noble Square that needed some attention. Abby & James had a vision for our condo that would almost double our return with the sale of our place. So, we put our trust in them, and in less than 8 weeks, she was able to go from vision to completion. Whoever has lived through construction, knows the challenges, stress, and mess that comes with it. Well, whenever my fiancé and I were feeling those emotions, Abby was there with either a helping hand, a gift, or some much-needed insight into our overall plan. Well, this support is all we needed and once we went live, we sold in the first weekend for our asking price. Could not be happier with the outcome and the support we felt along the way with Abby!"

— John & Erin H.



Moda Home Sale Process



Your Transaction Timeline

Backed by a proven process, Compass listings spend 19 fewer days on market than the industry average. A swifter sale means a more seamless seller experience and greater value for you.

1

Getting to know your home

- a. Home tour
- b. Identify strengths & weaknesses
- c. Discuss goals & objectives

2

Analysis & Strategy

- a. Home questionnaire
- b. Evaluate comparable homes
- c. Analyze market trends
- d. Develop Marketing strategy
- e. Competitively price

3

Prepare

- a. Staging
- b. De-clutter
- c. Updates + projects
- d. 3-D walk-through
- e. Professional photography
- f. Cinematic videography

4

Create Buzz

- a. Private Listing Network
- b. Compass Coming Soon
- c. Top Agent Networking

5

Launch

- a. MLS & syndication
- b. Networking
- c. Signage

6

Market

- a. Digital advertising
- b. Print collateral
- c. Social Media
- d. Targeted mailers & email campaigns

7

Show

- a. Open Houses
- b. Private showings
- c. Lead follow-up
- d. Gather agent & buyer feedback

8

Update

- a. Monitor market activity
- b. Bi-weekly progress reports
- c. Listing statistics
- d. Price assessment

9

Negotiate

- a. Acceptance
- b. Contingency Removal

10

Buyer Due Diligence

- a. Attorney Review + contract modification
- b. Inspection + possible contractor visits
- c. Appraisal

11

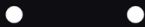
Close

- a. Champagne



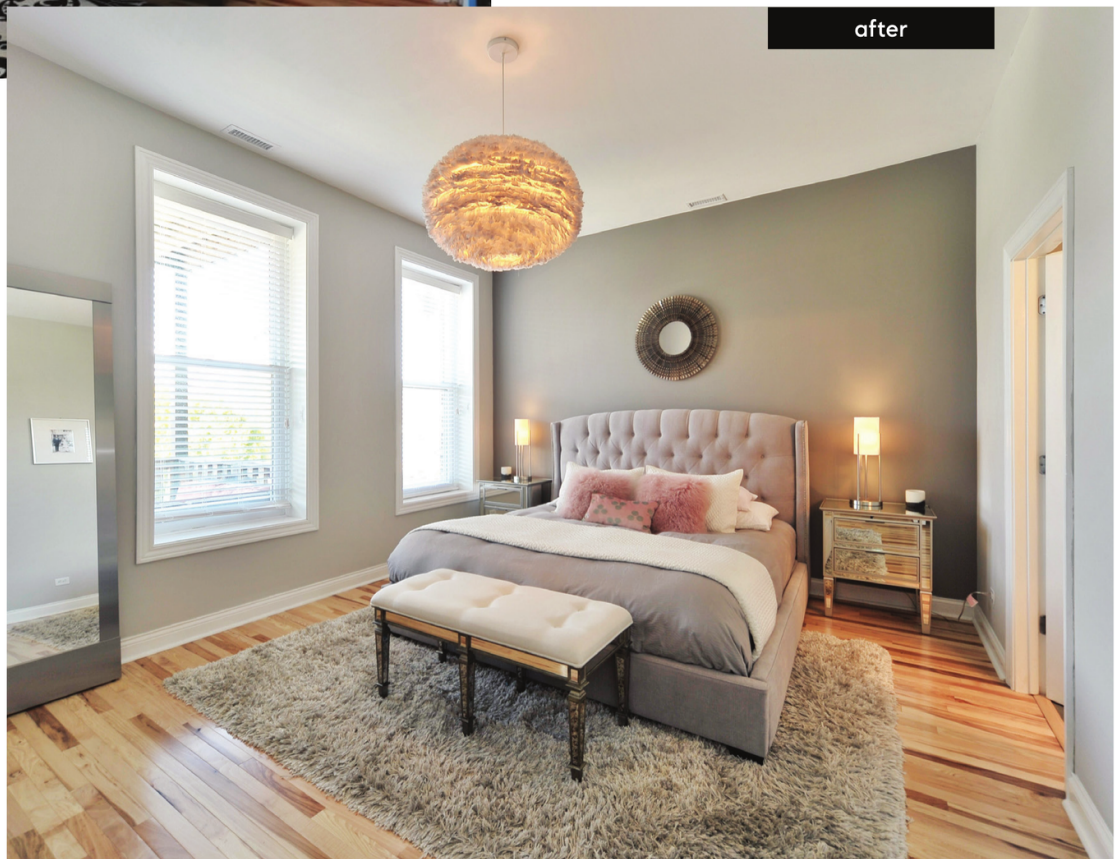
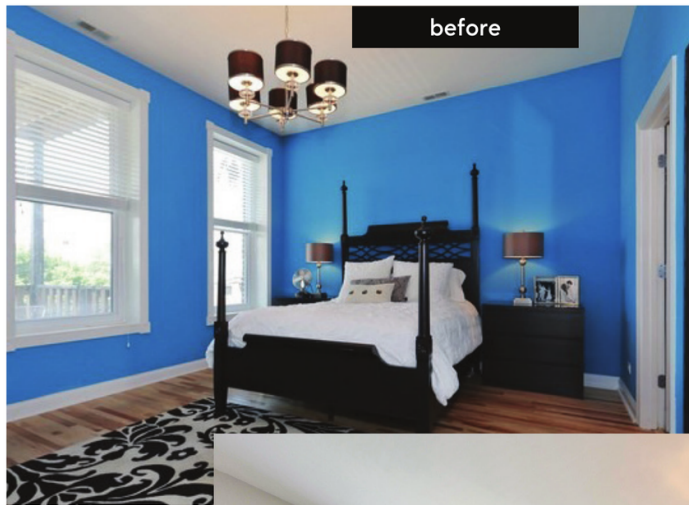


The Details



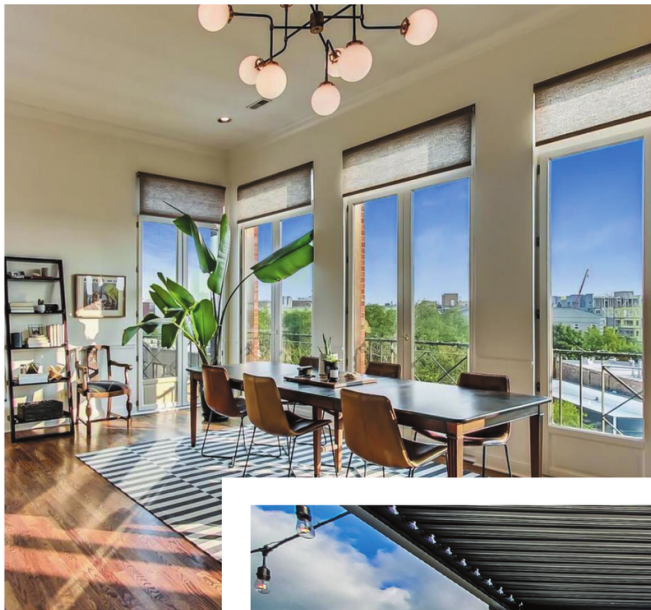
Staging

According to a study done by the Real Estate Staging Association (RESA), out of 4,600 properties that used professional staging services, homes that are staged sell 73% faster than non-staged homes, and on average sell in just 9 days on market. Additionally, 40% of buyers are more willing to visit a staged home that they found online versus a vacant one.



The Power of Photography

Beautiful photography is one of the most powerful tools for selling your home. Moda Group uses best-in-class photographers to show your home in its best light, make a positive first impression, and attract more buyers.



3D Interactive Walk-Through

A buyer’s first visit to your home happens online. Functionality and layout is just as important as finishes, so even the most beautiful photography can never tell the property’s story. 3-D floorplans allow buyers to walk through your property without having to physically step inside, allowing them to experience and appreciate all of the details.

SHARE

< > X

UNIT 6

2300 West Armitage Avenue

CHICAGO, ILLINOIS 60647

3 BED 2 + 1 BATH ~ 2026 + 188 SF

5 ft

FLOOR PLAN

INFO & MAP3D TOURPHOTOSFLOOR PLANDASHBOARD

Courtyard

Foyer

Dining

Living

Kitchen

Powder

Cinematic Videography + Drone Footage

Home buying is an emotional experience, and video footage brings your home to life. We work with professional cinematographers to produce elegant and high quality creative videos that tell a visually stimulating story to showcase your property to your future buyer.



Maximize the value of your home with Compass Concierge

Compass Concierge is the hassle-free way to sell your home faster and for a higher price.

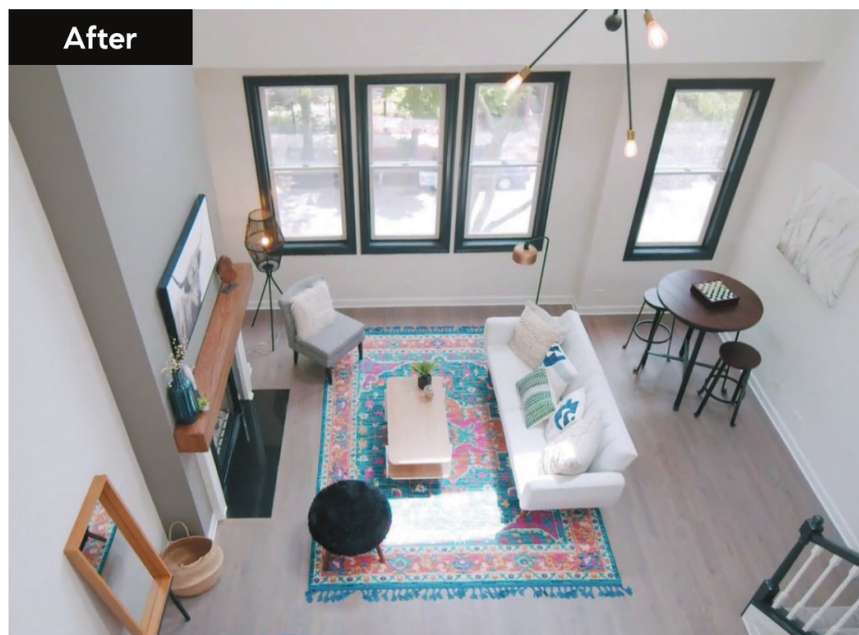
From staging to renovation, our exclusive Concierge program transforms your home with zero upfront costs and no interest.

By investing in your home's potential, we aim to provide a swifter, more profitable sale.

- • •
- • •



Before



After

Key services include:

- Fresh paint
- Strategic staging
- Updated HVAC
- Updated plumbing
- Cosmetic renovations
- Decluttering
- Landscaping improvements
- Custom closets
- Moving support
- Storage support
- Roofing repair
- Upgraded electric
- Structural fencing

Compass Concierge at Work



A Concierge Case Study



BEFORE

\$35K

In renovation costs

\$80K

Increase in gross sale price

128%

Return on investment



AFTER

*Source: Compass 2019

"After the work was done with Moda Group, the price we were expecting to see on the sale was surpassed greatly. We were very pleased with the return on investment and how quickly our condo sold after the renovations. From start to finish, it was done within 60 days, and it sold before it even hit the market!"

Adrienne | Seller



How it Works

01

We will work together to decide which home improvement services can increase your home's value the most and set an estimated budget for the work.

03

Once the transformation is complete, your home will go on the market.

Learn more at compass.com/concierge
(terms and conditions apply)

02

Once approved, I will be by your side as you engage vendors and commission work.

04

You'll begin repayment for the services rendered when your home sells, your listing agreement terminates, or 12 months pass from your Concierge date.

COMPASS
CONCIERGE

Pre-Marketing Your Home

Drive buyer interest and buzz with Compass Coming Soon, which affords prospective buyers a glimpse of your home before it officially comes on the market.

Create Early Demand

Listing your property first on Compass Coming Soon can build anticipation among potential buyers, drive up its value, and shorten the sales timeline.

Drive Buyer and Seller Excitement

By creating visibility for your home early on, you can start engaging your network. 2.4x more potential buyers will attend the open house of a Compass Coming Soon listing.

Get More Exposure

Tap into our Google search advertising to build momentum. We reach prospective buyers precisely when they're searching to help maximize traffic.



Compass is a licensed real estate broker. All material herein is for informational purposes only, was compiled from sources deemed reliable but is subject to errors and omissions. Compass makes no representation or guarantee that Coming Soons are available in your region, or that its use will result in the benefits described herein. This is not intended to solicit property already listed. Equal Housing Opportunity.

Leveraging Our Agent Network to Sell Your Home

As part of a network of the nation's top producing agents, I am strategically positioned to connect your home with qualified potential buyers everyday.



Compass Network Tool

Compass has developed an industry-first network tool that analyzes your property to identify and connect us with agents that have sold similar homes in your area.

Workplace

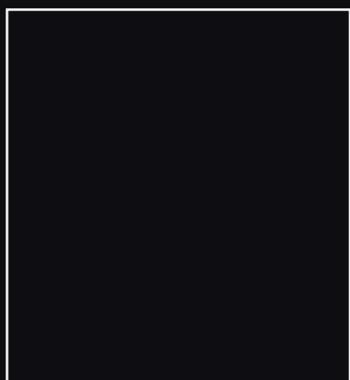
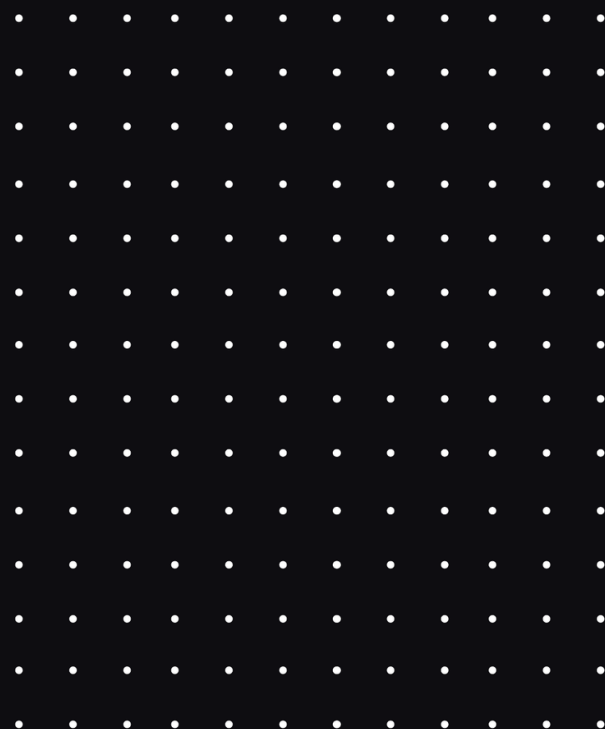
Workplace is a national Compass platform where we can promote new listings and chat with Compass agents nationwide.



**Experience
matters.**



**A large network
matters.**





James and the Moda team are the best of the best. As first time home buyers, we needed someone patient, knowledgeable, and honest. James was all of those things and more. Our process was quick, simple, and seamless, and James had recommendations for everyone – from lawyers to general contractors to deep-cleaning teams before moving in. We cannot recommend James and the Moda team enough. You'll start by being so grateful you chose the best realtor team, and you'll finish hoping James wants to still be your friend after it's all said and done!

— Annie W.



I bought a new place and sold my old place all within 60 days and Lauren made a seemingly stressful and challenging process manageable. She is passionate, knowledgeable, extremely responsive, a killer negotiator and could not have been more professional. She did not let me settle and both transactions exceeded my expectations.

— Lisa

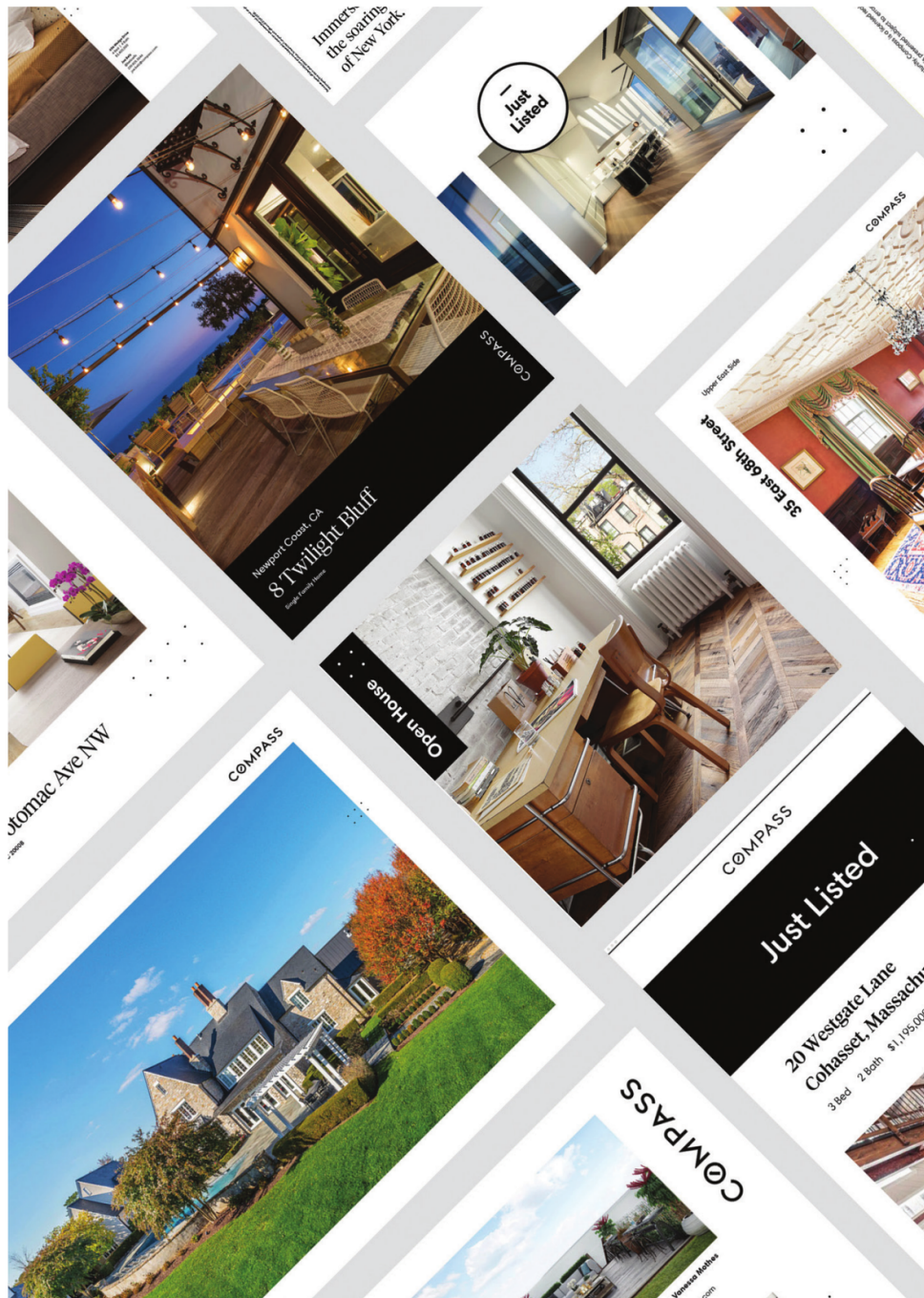


Tiffany is there to support you every step of the way. She went above and beyond to help us get the best possible outcome for selling our condo. She is so smart and really looks out for when it comes to listing, showings, negotiating deals and reviewing legal paperwork and contracts. I really trusted her judgement and knowledge throughout the whole process. Tiffany also worked so hard to help us get our condo sale-ready, from hiring contractors and handymen to even offering to help us paint! Plus her attention to detail is so impressive.

— Sarah S.

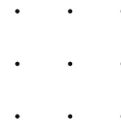
Print Materials

Every single Moda Group marketing piece — from multipage brochures to custom mailers to open house handouts — creates a cohesive story around your property and elevates it to luxury status.






Formats

High-end brochure
Local Amenities Map
Letter from the Seller
Floor plans
Postcards



Open House Events

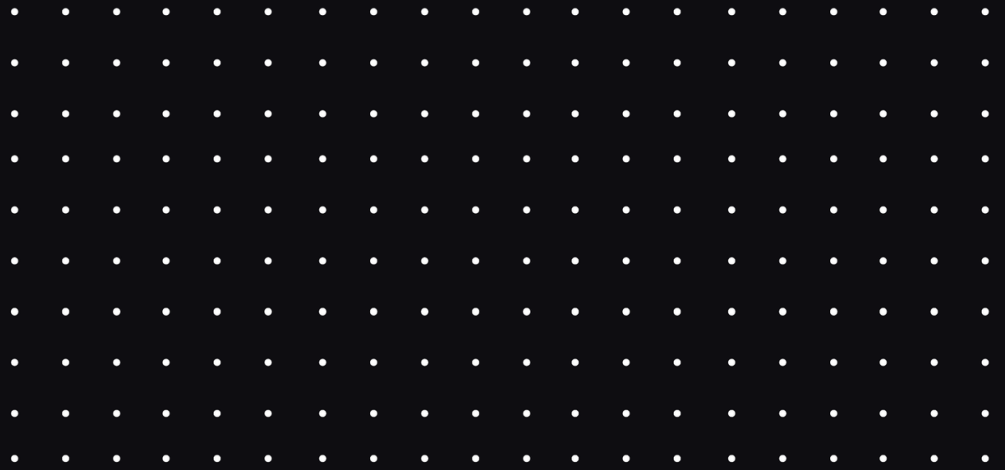
We have a tried and true Open House strategy to drive as much traffic to your home in order to increase interest and maximize your sale:

-  - We list properties mid-week and do our best to drive all showing activity to the Open Houses that weekend. The goal is to create a sense of urgency by having multiple buyers in the home at the same time.
-  - We host warm and inviting events for buyers to come in and engage with the space in a more relaxed setting.
-  - We use a technology platform to both capture each attendee's contact information and follow up with them after the Open House to gauge interest and elicit feedback.

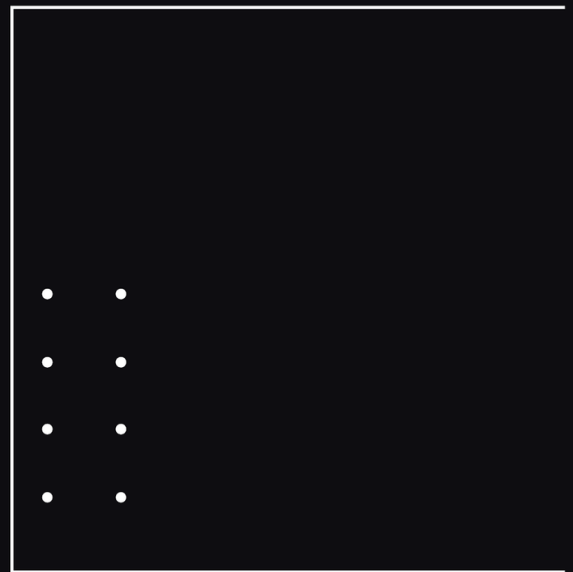
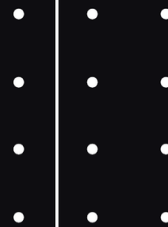


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Compass Reach and Resources



A network of top real estate agents
ready to bring you your buyer.

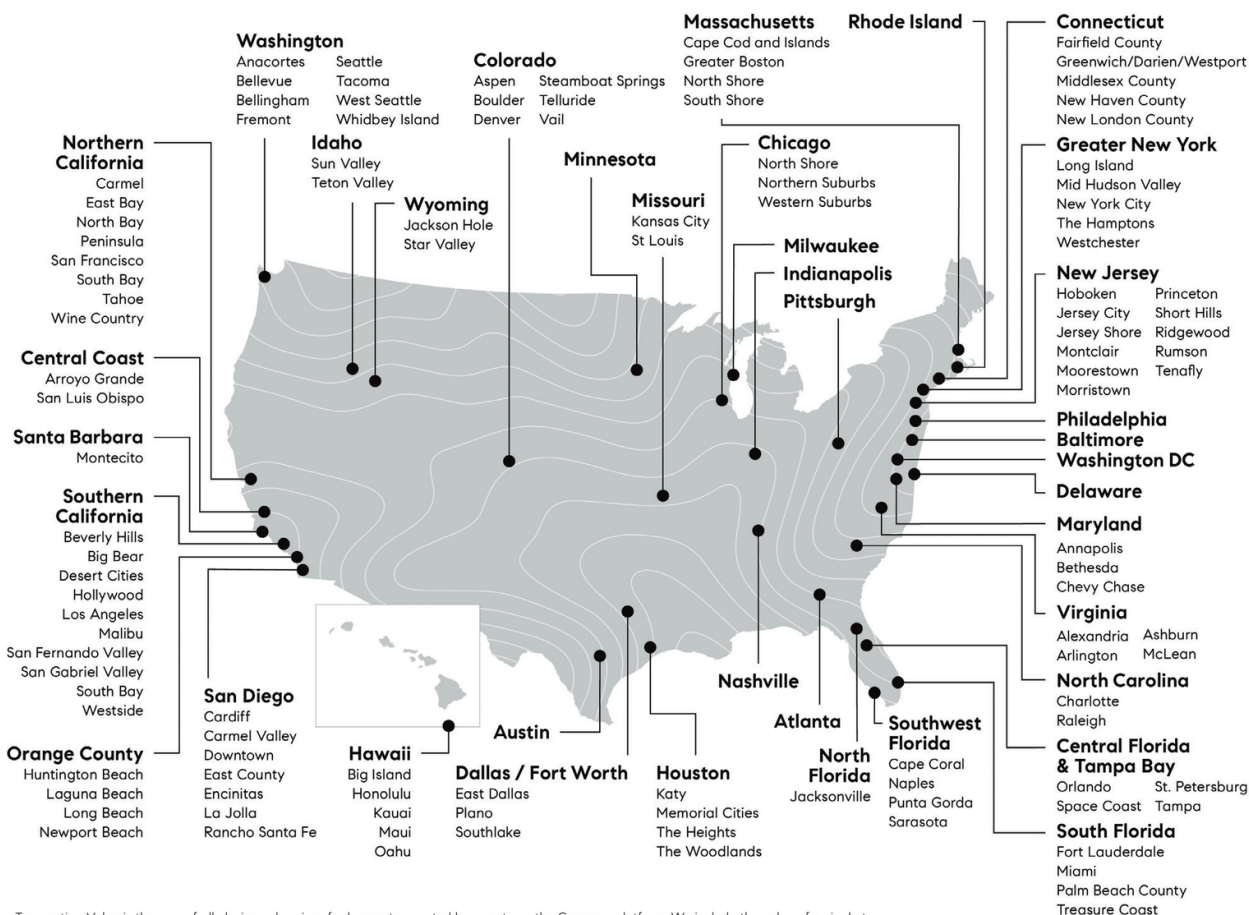
\$152B+

2020 Gross Transaction Value*

300+ 22K+

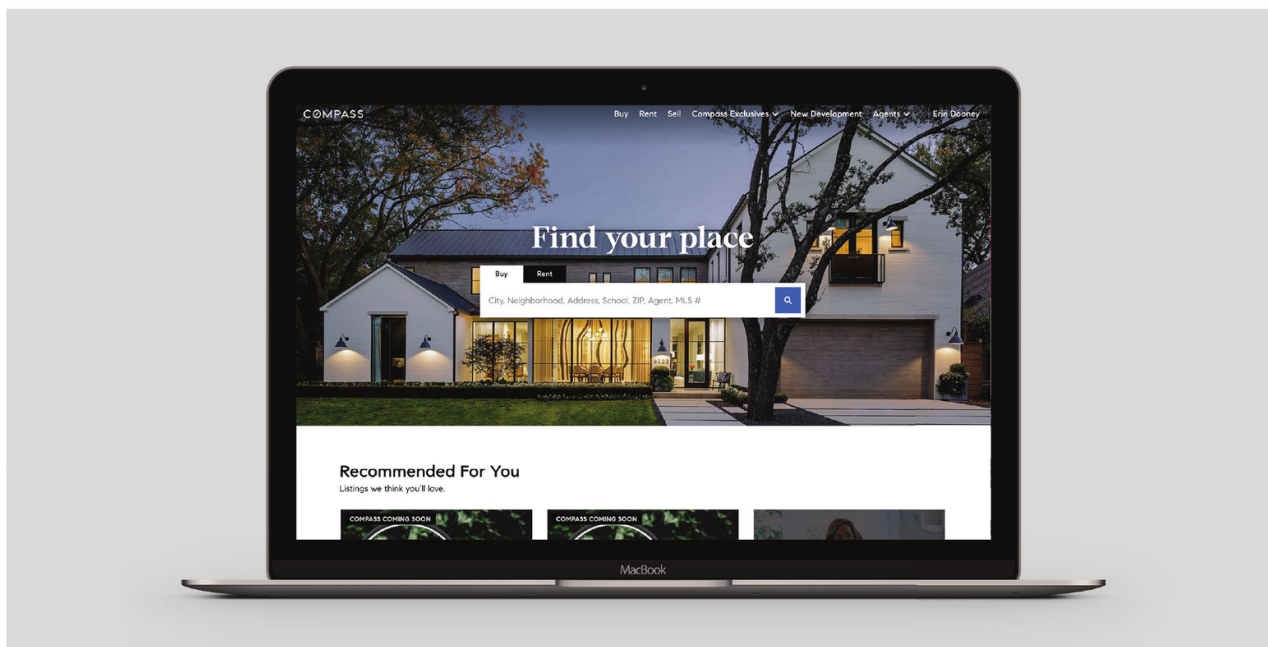
Offices

Agents**



*Gross Transaction Value is the sum of all closing sale prices for homes transacted by agents on the Compass platform. We include the value of a single transaction twice when our agents serve both the home buyer and home seller in the transaction. This metric excludes rental transactions. **Agents are defined as all licensed agents on the Compass platform as of 8/9/21.

Everyone gets a first impression... Compass gets billions.



250M+

Annual website
and social media
impressions*

Digital Reach

Our digital
footprint
attracts potential
buyers to
your listing.

1.4M+

Annual unique
international users
on compass.com

International Reach

Our website drives
international buyers
to homes like yours
through curated
presentation and
artificial intelligence.

105B+

2020 PR
Impressions***

Media Reach

Our in-house media
team works with top
publications to share
compelling narratives
about your home with
your target buyer.

*Sourced via Sprout Social and Google Analytics, 11.2020–12.31.2020.

**Sourced via Google Analytics, 11.2020–12.31.2020.

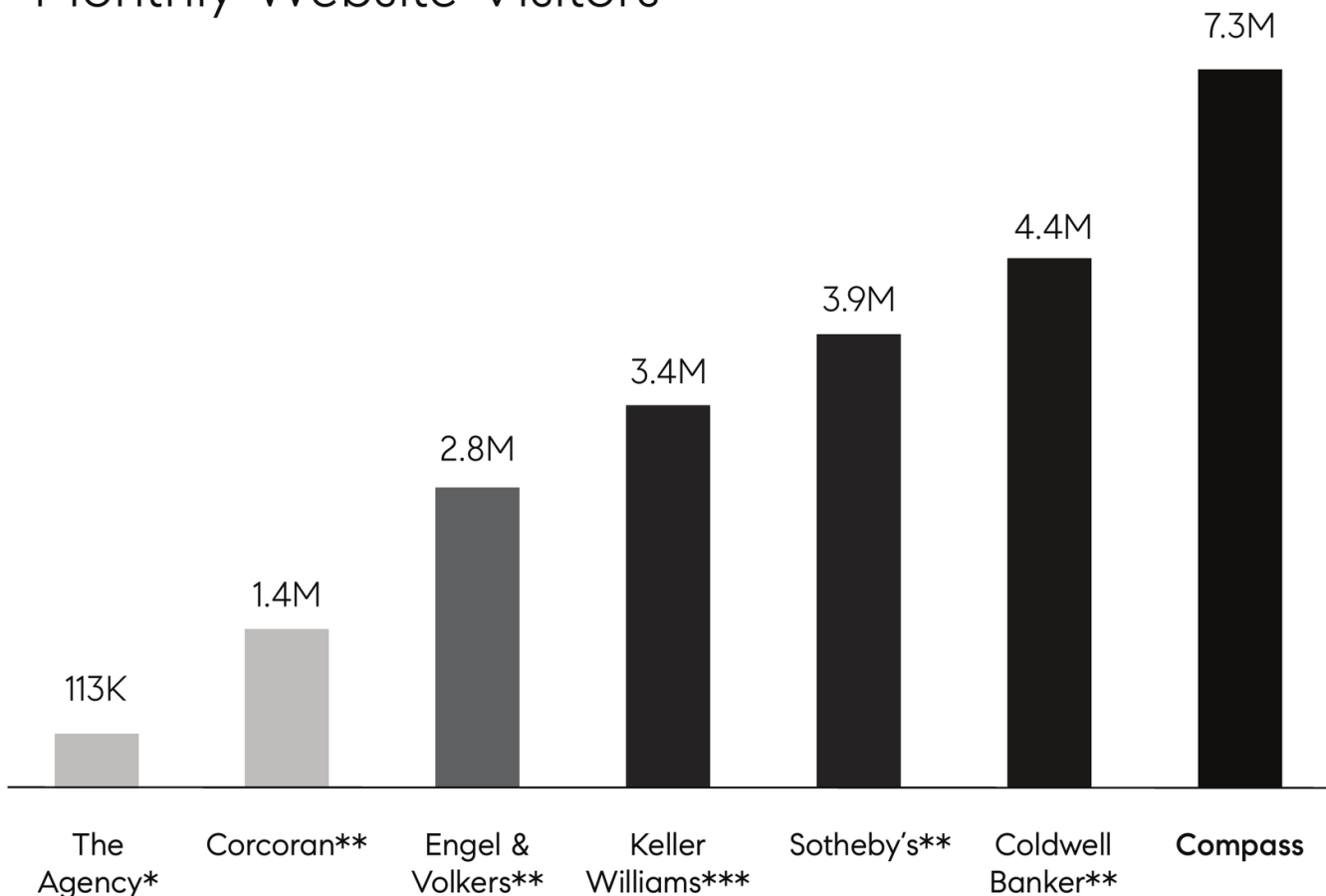
***Sourced via Meltwater, 11.2020–12.31.2020.

Your Buyer Follows Compass

#1

Real estate website in 2019 + 2020,
*Webby Awards People's Voice Winner**

Monthly Website Visitors

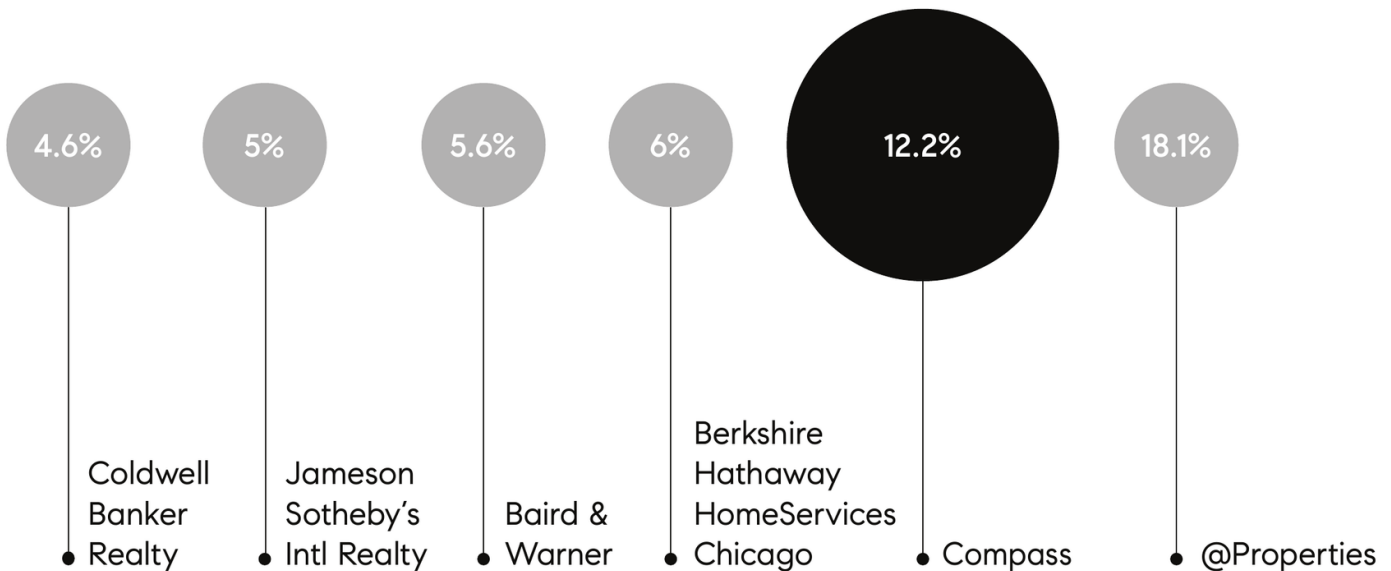


*The Webby Awards
2019 (winners.webbyawards.com/2019/websites/general-websites/real-estate/81277/compass).
2020 (winners.webbyawards.com/2020/websites/general-websites/real-estate/81277/compass).
**Website traffic sourced via SimilarWeb, 07.1.2021–7.31.2021.

Outperforming the Competition in Chicagoland

\$5B+

Highest Sales Volume Growth in all MLS and City*



2020 Market Share**

*Broker Metrics, MRED LLC, 1-1-20 through 12-31-20, all property types.
**Broker Metrics, MRED LLC, 1-1-20 through 12-31-20, all property types when compared to @Properties, Baird & Warner, Jameson Sotheby's Intl Realty, Coldwell Banker Realty, Berkshire Hathaway HomeServices Chicago in Chicago.

Our Success in Chicago

#2

Total sales volume &
only brokerage to grow
in market share

\$7.28M

Highest average
volume produced
by agent

13.9

Highest average
volume units
per agent

\$525K

Highest average
sales price



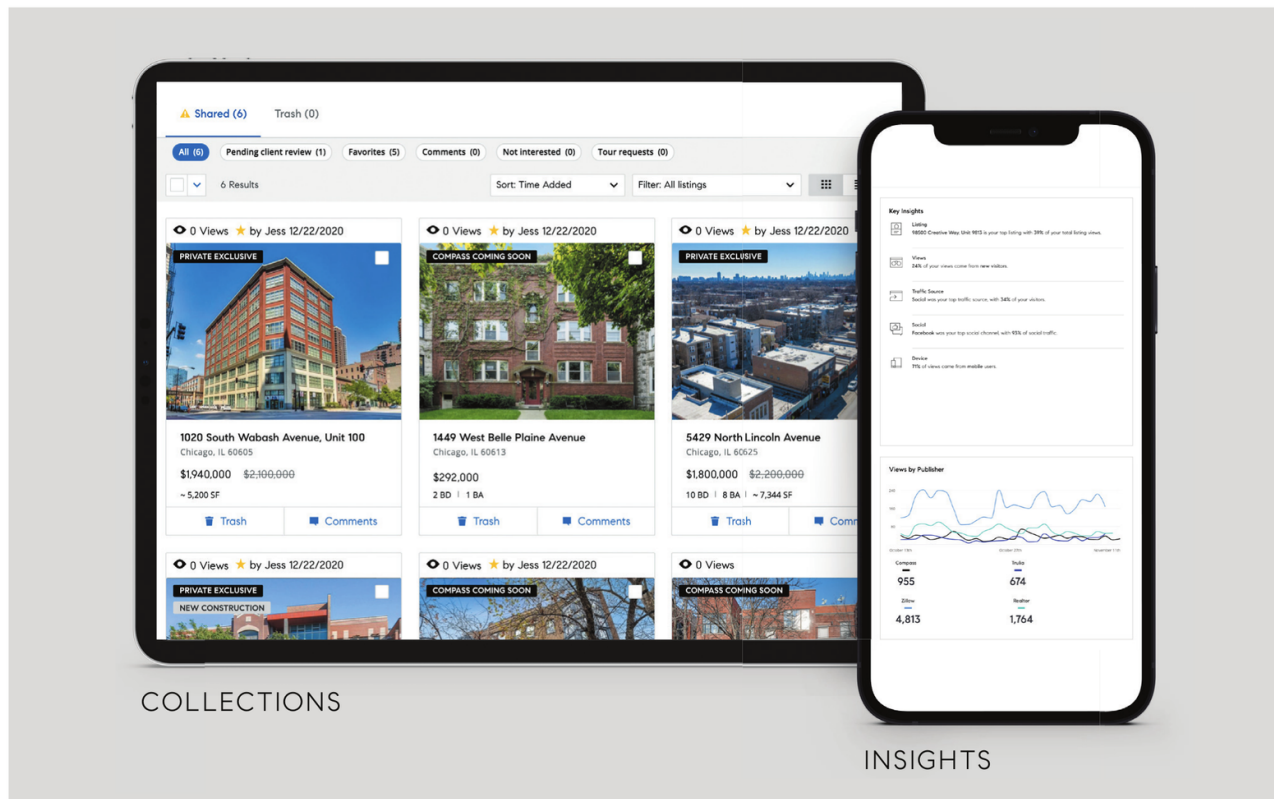


Analyzing the Market



Assessing Our Strategy and Monitoring the Market

Using proprietary tools such as Collections and Insights, we keep you informed of market conditions and traffic to your property.



Collections

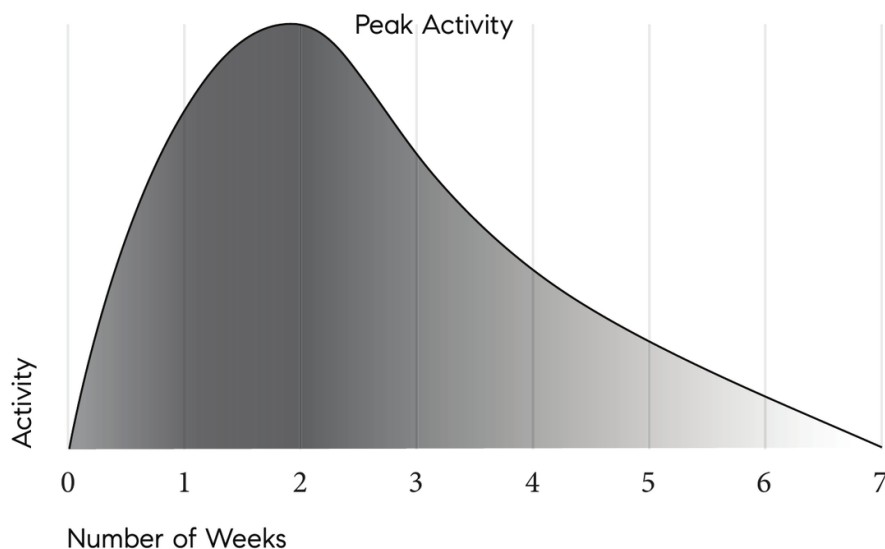
Collections allows us to have a collaborative conversation on your home selling process with instant updates on comparable listings and access to insider knowledge previously only available to the agent community.

Insights

Insights is a detailed, custom dashboard that allows us to assess the impact of our online marketing campaigns in real time. By capturing this data, we are able to further target our ads to buyers most interested in your home.

Pricing Your Property to Maximize Buyer Activity

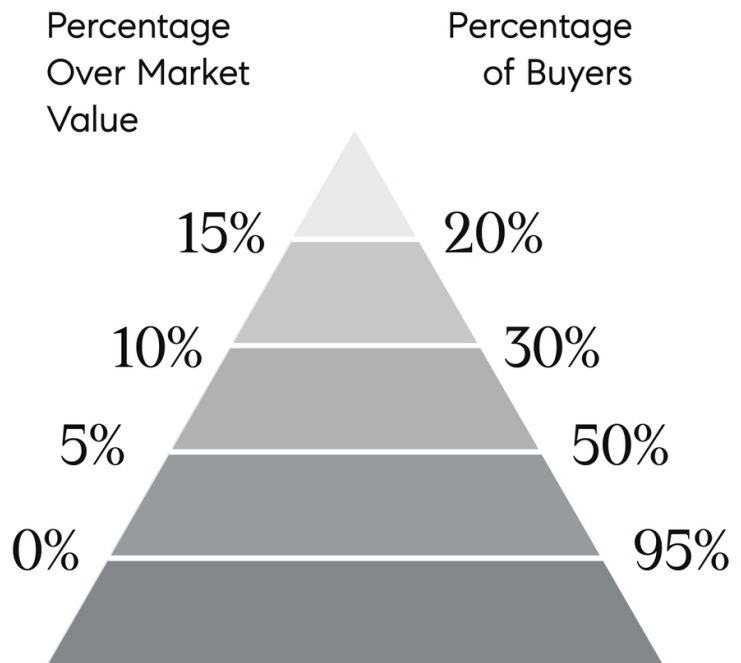
Timing of Buyer Activity



A property receives the most traffic within the first few weeks of hitting the market. It is important to get the price right in order to gain the attention of interested buyers and maximize our position in the market.

Attracting Buyers Using Competitive Pricing

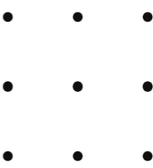
Using competitive analysis, market research, and Compass' suite of AI-powered tools, we recommend an accurate price for your property to generate the most activity and offers early on before buyers move on to newer listings.



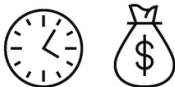
If the asking price is too high, then the property appeals to fewer buyers.

Pricing to Sell

The surest way to get the highest possible selling price for your home is to price it right from the start. A buyer bases pricing decisions on the sales price of comparable homes in your neighborhood, not, unfortunately, on how much money you have invested in your home.

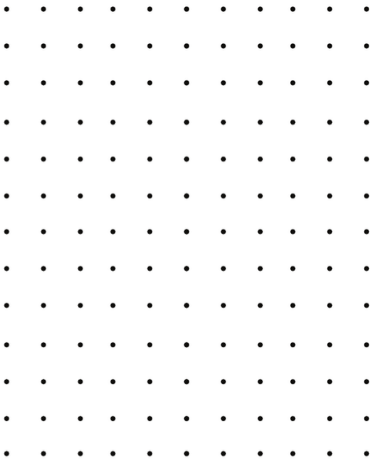


Days on market



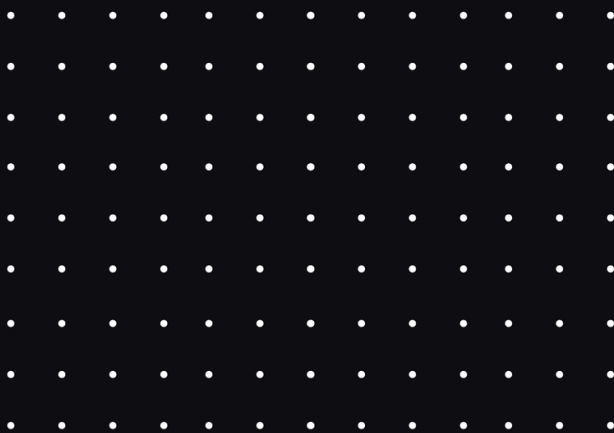
On average, a listing with at least one price reduction takes twice as long to sell and for 7% less than a similar listing without a price reduction.

Sales Price to Original List Price





Additional Resources



Who Pays What in a Real Estate Transaction?

Sale Price	Typical Cost	Who Pays?
COMMISSION	6% OF PURCHASE PRICE	SELLER
APPRAISAL	\$350 - \$550	BUYER
CREDIT REPORT	\$80 - \$100 PER BORROWER	BUYER
INSPECTION FEE	\$450+/VISIT	BUYER
LENDER-DIRECT UNDERWRITING FEE	\$1,000 - \$1,500	BUYER
PROCESSING FEE	\$150	BUYER
FLOOD CERTIFICATE	\$50 - \$100	BUYER
TAX SERVICE	\$85 - \$200	BUYER
ATTORNEY FEE	\$650 - \$1,000+	BOTH
SETTLEMENT CLOSING	\$250 - \$1,000	BUYER
TITLE INSURANCE (BUYER)	\$1,500 - \$4,000+	BUYER
TITLE INSURANCE (SELLER)	\$1,500 - \$4,000+	SELLER
RECORDING FEE	\$75 - \$250	BOTH
STATE TRANSFER TAX	\$1.50 PER \$1,000	SELLER
COUNTY TRANSFER TAX	VARIES PER COUNTY	SELLER
MUNICIPAL TRANSFER TAX*	VARIES PER LOCALITY	BUYER
SURVEY (SFH Only)	\$500 - \$1,000	SELLER
TERMITE INSPECTION	\$40 - \$100	BOTH
INTEREST PER DAY	LOAN AMOUNT X RATE/365	BUYER
ESCROW TAXES	1 - 5 MOS. (IF APPLICABLE)	BUYER
ESCROW INSURANCE	1 - 5 MOS. (IF APPLICABLE)	BUYER
TAX PRORATION	105 - 110% OF LAST TAX BILL	SELLER

ESTIMATED CLOSING COSTS COURTESY OF DREW BOLAND OF PROPER RATE®.

Prices subject to change. Actual costs vary per lender, loan amount, property type and other factors. *Property transfer taxes vary per local jurisdiction or township. Please consult your real estate attorney to obtain the best possible estimate for taxes and other closing costs.

Vendors

Got some home projects you're looking to start? Do you need to hire a moving company? Painter? Plumber? We've got you covered.

Here is a short list of Moda Group-approved vendors. And there's plenty more where this came from.

Painting

Javier Bazzani | First Quality Painting
773.968.8140 | javierbazzani@icloud.com

Moving

New City Moving
800.733.6644

The Professionals
773.478.1365

Flooring

Mario Casas
847.219.9794

General Contractors

Michael D'Astice
847.476.0350

Hector Salgado
773.255.6112

Foundation and Waterproofing

Andy Gavin | American Crawl Space
708.248.8389

Cleaning

Pablo | Professional Dustbusters
773.664.9605

Joanna Rojek
312.792.5222

Handyman

Miguel Mora
773.628.4694

Electrician

Pete Artis
708.560.3224 | artiselectric@aol.com

Kent | Skyline Electric
312.818.0400 | artiselectric@aol.com

Plumber

Oliver | All Plumb, Inc.
773.727.9099 | allplumbinc@gmail.com

Power Plumbing
773.248.9574

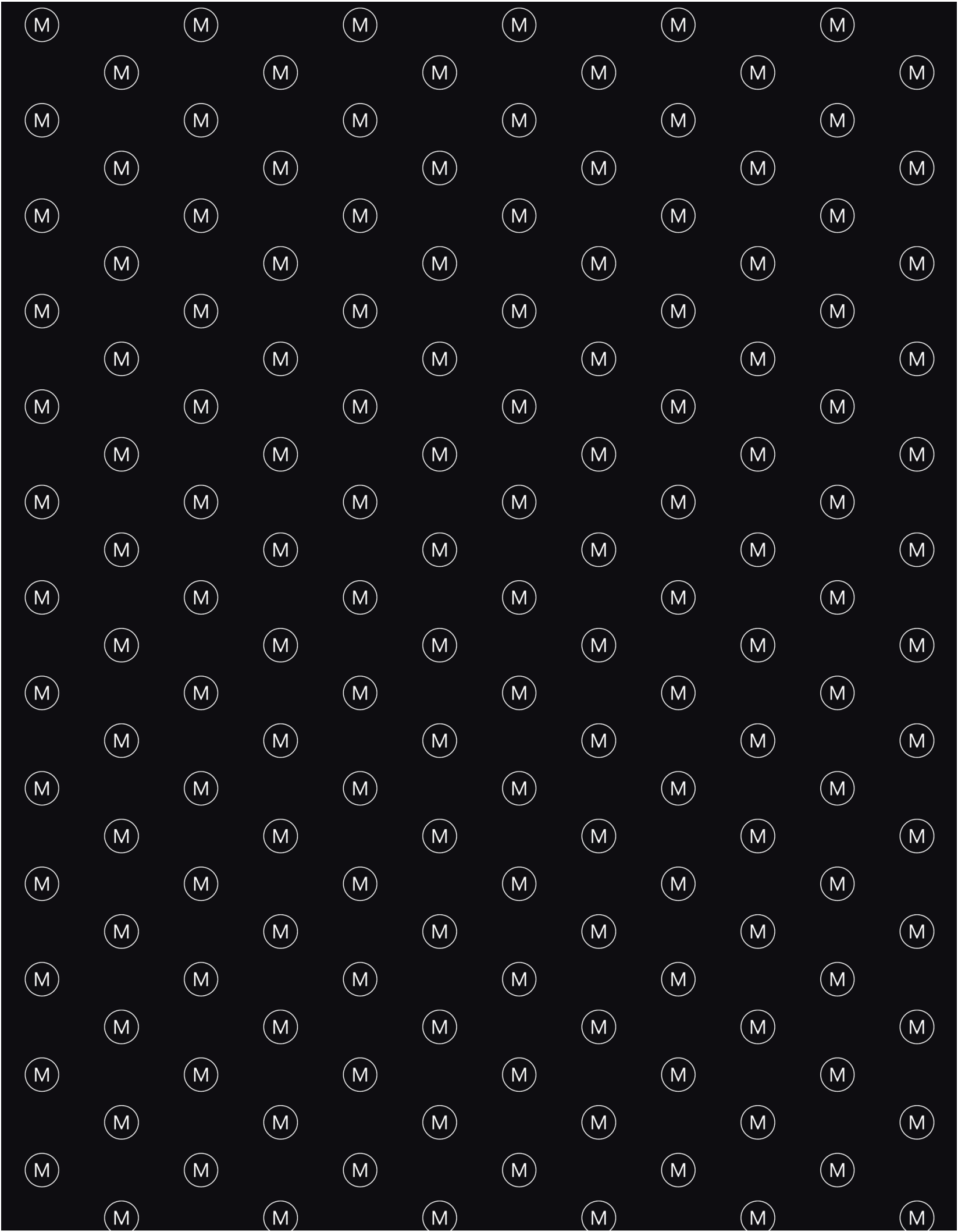
HVAC

Simon Fahsi | Art of Heating and Cooling
708.323.7993 | artheatcool@att.net

Emanuel Stan | Thermatronic Heating & Cooling
773.426.9911 | thermik@yahoo.com

Spyros | A Climate Source, Inc.
773.251.3181 | aclimatesource@aol.com







MODA GROUP

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facebook.com/modagr



[@modagr_chicago](https://instagram.com/modagr_chicago)



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