



THE KATE WADDELL GROUP DIFFERENCE





KATE WADDELL GROUP



OUR MISSION IS TO MAKE THE
EXPERIENCE OF SELLING YOUR
HOME SEAMLESS, STRESS FREE,
AND FINANCIALLY REWARDING.



Who We Are

Women-run and women-led, the Kate Waddell Group has over \$700 million in career sales. KWG is a group of highly sought after real estate advisors dedicated to providing concierge-level service to our clients. Our team is solutions oriented, providing world class and tech-powered marketing services that are unparalleled in Chicago real estate.







PRESIDENT

Kate Waddell

Kate Waddell has been a top-producing broker since her real estate career began in 2006. She has been named a top 1% broker by the Chicago Association of Realtors® every year since 2009. With over \$700 million in career sales, Kate is known as a trusted and respected advisor among her clients.



BROKER

Alexa Dowell

Alexa is an expert in the Chicagoland market, with a passion for design and helping people find their place in the world. A complete real estate professional, Alexa specializes in helping sellers prepare their homes to optimize the sale. She served three years as Director of Operations for one of the city's top-producing luxury teams before joining the Kate Waddell Group in 2018.



BROKER

Carissa Giancarlo

Carissa Giancarlo's ambition and compassion have been key drivers of her success in real estate. After switching careers from teaching in 2016, Carissa is now recognized as a top 1% broker in Chicago. She firmly believes in developing strong, honest relationships with every one of her clients, many of whom are referrals.



BROKER

Nicolette O'Connor

Nicolette is a Chicago native and a client-focused agent who values the trust clients place in her, and strives every day to exceed their expectations. Nicolette truly believes in creating trusting partnerships by making sure clients are fully informed and supported through every step of the process. As a tech-savvy agent, Nicolette's social media and marketing skills help keep her listings and buyer needs in front of the area's top agents.

How KWG Performs vs. The Industry

100+

KWG's Transactions

12

Industry Average
Transactions Per Year
via NAR

Our Success in Chicago

#2

Small Team in IL
via Real Trends

\$750M+

Career Sales

.01%

Top Producer in Chicago

We Do It All

In addition to selling your home, KWG works with buyers, investors, and renters. We can help you with all your real estate needs.

BUYERS



Wilmette | \$2,070,000



Kenilworth | \$3,387,871



Lincoln Park | \$1,700,000



Logan Square | \$860,000



Lincoln Park | \$410,000



West Loop | \$3,000,000



Ravenswood | \$1,290,000

MULTI UNITS



North Center | \$14,100,000



Lincoln Park | \$1,700,000



Logan Square | \$732,000



Old Town | \$801,000

RENTALS



Gold Coast | \$3,800



Wicker Park | \$3,400

KWG Listings



West Town | \$1,050,000



Lincoln Park | \$1,250,000



West Loop | \$328,000



Pilsen | \$605,000



Avondale | \$1,130,000



Wilmette | \$2,500,000



Old Town | \$725,000



Lincoln Square | \$1,630,000

Testimonials

BUYER

My husband and I found a condo that exceeded our expectations within two showings with Kate and her associates. The deal was closed as soon as we did a second walk-through. Kate negotiated with the closing agent and beat the other showings that were scheduled for the next day. She even got it down from the listing price and it was only on the market for less than 30 days! All of the associates that we worked with on Kate's team were professional, helpful, and instrumental. We will definitely be recommending Kate to friends as well as using her again in the future.

– Santiago and Bradley, South Loop Condo

BUYER AND SELLER

Kate and her team are total professionals. They are super organized. Kate's great relationship with the brokerage community goes a long way in negotiations and making sure you are in the know on properties that are becoming available, or competing bids on a property you are bidding on. Highly highly recommend working with Kate Waddell Group.

– Jessie and Evan, Lincoln Park Single Family Home

BUYER

I am not one to write reviews, but Nicolette was phenomenal! So professional and knowledgeable! She helped us narrow down the area we were searching so quickly and really did go above and beyond to help us find a home we truly loved and that was perfect for us! I have moved six times in the last 12 years and this is BY FAR the best Realtor and moving experience I have ever had! It was our first time in the area, seeing as we were moving to Chicago from Ohio, and Nicolette went above and beyond! She even made us a list of fun places we should check out, restaurants, also guided us to an amazing moving company! Really made us feel at home, before even purchasing a home! Highly recommended!!

– Aneta, Lakeview Condo

SELLER

Carissa was simply the best. Any agent can list your home. But really special agents know the market so well they challenge conventional thinking, push the way traditional sales is done, and get an outcome that as a seller you are proud of in a really painless way. Carissa was not only available throughout the process, she went above and beyond with her expertise, professionalism, and soft approach. Would recommend Carissa to anyone looking for the best of the best Chicago agents.

– Vas, West Town Condo

SELLER

Kate Waddell and her team were a dream to work with. Not only is Kate professional and extremely knowledgeable, but she put us at ease through the whole process of selling a home for the first time. After listing our home through Kate, we received 9 offers above or at listing price after only one weekend of showings/open houses! We ended up selling our home for 40k over asking! One of my favorite parts of working with Kate and her team, was the help offered to us in order to get our house picture/showing ready. Before listing, a member of her team came by the house to give direction on how to organize, streamline, and what additional decor might be helpful or unnecessary to add. They even helped us in shopping for a few additional decor items. What personal touch! For a busy family with three young children, the idea of preparing our house for sale felt overwhelming. But this type of service and clear direction made everything feel so manageable. We will be recommending Kate to anyone of our friends/family who are looking for real estate representation in the future.

– Dave and Melissa, Logan Square Single Family Home

SELLER

We could not be more happy with the outcome we had with Kate and her team! After a long, frustrating process with another broker we asked Kate for a 2nd opinion. Kate talked us through our situation and immediately put us at ease with her

recommendations (and without any pressure!). Without hesitation, we cut ties with our other broker and immediately enlisted Kate and her team at The Kate Waddell Group - It was the best decision we could have made! Molly was fantastic to work with. She was quick and efficient with the logistical requirements. She kept everything moving and in order. Alexa and Kate worked their magic with a few pre-showings, and before we had even officially listed, our unit had an offer! It was amazing and shocking after our last experience and we were so happy! It didn't end there, Kate and Molly led us through the entire escrow process. Not to mention, we had already moved out of state for this whole process! Kate went above and beyond in all ways! We would not have had such a fantastic experience without The Kate Waddell Group! We will definitely recommend them to everyone we know in the buying and selling process!!

– Jessica and Dave, Lincoln Park Townhome

BUYER AND SELLER

Alexa is a phenomenal agent for so many reasons. First and foremost, she puts her clients' needs first. My husband and I were searching for our forever home so we were quite particular and wanted to take our time making sure we made the right decision. Alexa was there for us every step of the way and was actually the one encouraging us to see as many properties as we could, which I found incredible since that meant she had to spend time seeing all of those properties with us. She was so patient and always a reliable source for guidance in the buying and selling process. Alexa is a consummate professional both with her clients and other agents. She is kind and warm, but also very meticulous and sharp when negotiating. She's also always available and extremely responsive, which is invaluable in a real estate agent.

– Lindsay and Colin, Lakeview Condo

SELLER

Kate is an incredible person to work with, as is her whole team at the Kate Waddell Group. She allowed us to take our time as we started to explore the possibility of moving over a year ago, knowing that we'd only do so when we



found the perfect place for us. She checked in regularly, but not in a way that made us feel pressured to move faster, and made sure she reached out when she saw a place pop up that seemed right. And that's exactly how we ended up finding our perfect home! We were able to put in an offer on a place pre-listing and her advice on what that offer should be, as well as how she helped us navigate and negotiate the whole process, was just dynamic. As a second time buyer, but first time seller, Kate made sure we were fully supported in both sides of the process, was a total boss about getting our place ready to sell and incredibly quick about getting people through it. We sold it pre-listing in one day after receiving two offers! That is all thanks to Kate and her team. And this is was all during a pandemic while she was home with a toddler and a newborn! I cannot say enough about how amazing Kate is and how she is exactly what you want in an agent - kind, caring, dedicated beyond belief, and ruthless about supporting her clients' needs.

I would recommend Kate a thousand times to anyone, and will never buy or sell a house without her!

–Nikki and Tim, Roscoe Village Single Family Home

An abstract geometric pattern on the left side of the page, consisting of various white lines and shapes on a dark green background. The pattern includes straight lines, curves, and semi-circles, creating a modern, architectural feel.

How KWG
does it

Showcasing Your Home in the Best Light



PRE-LISTING CONSULTATION

Prepping your home is one of the most vital steps in selling. No matter the price point, there are certain actions we encourage all sellers to take before listing. Everything from minor repairs to design and staging must be considered to ensure the highest possible sale.

PREPARE YOUR HOME

In today's HGTV world, buyers expect everything in a home to be perfect and move in ready. This makes it crucial your home is in tip top showing condition. Houses show better with less furniture and more open space. Remove clutter from surfaces, organize closets and consider removing personal items such as family photos.

The Power of KWG Photography

Proponents of powerful imagery, KWG invests in visual editors, creative producers, and the industry's most respected photographers to capture your home's finest selling points.

Photos are one of, if not the most, important aspects of selling your home. The first showing of your home happens online as buyers peruse your photos, making quick judgments. The first impression is everything! It is imperative to highlight your home in the absolute best light. All of our marketing efforts will feature gorgeous, high-resolution photos of your home.





THE KWG DIFFERENCE

Our team will first consult with you during the initial meeting for tips and projects to get your home photo-ready. If any additional vendors or professional staging are needed, the Kate Waddell Group will handle the coordination from start to finish. Our promise is to make this as easy and seamless as possible. On the day of photos, our team arrives with our Custom KWG Photo Staging Kit. We hire the best high-end real estate photographer who provides quality, high-resolution images.



CUSTOM KWG PHOTO STAGING KIT

What truly sets us apart is the photo staging service. Our team will arrive on the day of photos with the KWG Photo Staging Kit full of decorative items to enhance your photos. Throw pillows, coffee table books, flowers, and other decor are used to add interest and depth to your photos. We work together with the photographer to pick each angle to make every room look like as if it was plucked right out of a magazine! This method has proven time and time again to drive traffic, increase interest in your listing and ultimately be a vital step in getting your home sold.

Custom Presentation

BROCHURES

Our in house marketing department will create a custom property brochure for your home. The high quality printing highlights your photos and the best features of your listing. These brochures allow for buyers to have something tangible to leave with and remember your home by.

FLOOR PLANS

In conjunction with the photos, we will have a custom floor plan drawn of your home. These will be made available online as well as handed to all buyers who tour your home so they have a reference for your home's layout and dimensions..



Frequently Asked Questions
2107 N Magnolia Ave Unit 3C, Chicago, IL 60614



PROPERTY SIGNAGE

Clean, easy to read and featuring a brand synonymous with luxury, a custom Kate Waddell Group sign will be hung in front of your listing.

FAQ SHEETS

We strive to go above and beyond to make this process seamless for both you, potential buyers and the brokerage community. We create a Frequently Asked Question sheet with all the information about the building, association, reserves, taxes, etc. Our goal is to educate buyers and give this to every buyer after they tour your home.

YEAR BUILT	1875
MANAGEMENT	Prairie Shores Management
TOTAL # OF UNITS	11
RESERVES	\$167,492
MONTHLY ASSESSMENT	\$763.50 (Includes: water, parking, common insurance, exterior maintenance, lawn care, scavenger, and snow removal)
PARKING	Assigned garage parking spot #P-6 included
STORAGE	Ample storage throughout the unit
TAXES & PIN	2023 Taxes: \$16,957.00 PIN: 14-32-127-033-1011 Homeowner exemption
RENTAL DETAILS	No rentals permitted
SPECIAL ASSESSMENTS	No upcoming special assessments
UPDATES	Building: <ul style="list-style-type: none">• Roof deck updated and exterior windowsills painted 2021• Exterior tuck pointed and painted 2021• Garage and the 4 mansard/parapet roofs 2016 Unit: <ul style="list-style-type: none">• Washer/dryer 2023• Dishwasher 2023• Painted unit throughout 2023• Cabinets painted 2023• Primary bath light fixture 2023
WHAT OUR SELLER HAS TO SAY	What we've loved most about this home is how unique and welcoming it feels. The soaring ceilings and huge windows bring in so much natural light, and the open layout has been perfect for both relaxing and entertaining. We've especially enjoyed the private rooftop deck and the charm of living in a historic building with so much character. The location can't be beat—just steps from our favorite neighborhood spots and in a wonderful school district. It's been a special place to call home, and we'll truly miss it.

COMPASS

KWG Exclusive Soft Launch

Phase 1

COMPASS PRIVATE EXCLUSIVE

Just like many companies test products with a smaller audience before launch, listing your home as a Private Exclusive allows you to test price, gain critical insights, generate early demand, and extend your marketing runway — all before going public.

- Make your listing available to a network of top Compass agents.
- Begin to create urgency and generate buyer interest without accumulating days on market or damaging public price drops.
- Sometimes you'll find a buyer that will pay a premium for certainty and reduced stress.

Phase 2

COMPASS COMING SOON

Publicly launch your property on Compass.com, showcasing it to all agents and consumers on the internet without displaying days on market or price drop history. Signal to the market that increased competition for the listing will be coming soon when it's launched on all other sites.

- Receive key engagement insights from your agent about how agents and their buyers are viewing, commenting, and sharing your listing on Compass.com.
- Generate excitement and anticipation for future showings and open houses.
- Broaden the range to top agents throughout Chicagoland while still not accruing market time.

Phase 3

GO LIVE ON ALL PLATFORMS

Go Active on MLS & third-party sites with the benefit of price discovery from Phases 1 & 2.

- Armed with feedback from agents and buyers, we strategically launch your home on the public market to help ensure maximum demand and confidence to achieve the best outcome for you. Now that your home is launched, it will accrue days on market and carry a visible price drop history.

The Power of Pre-Marketing

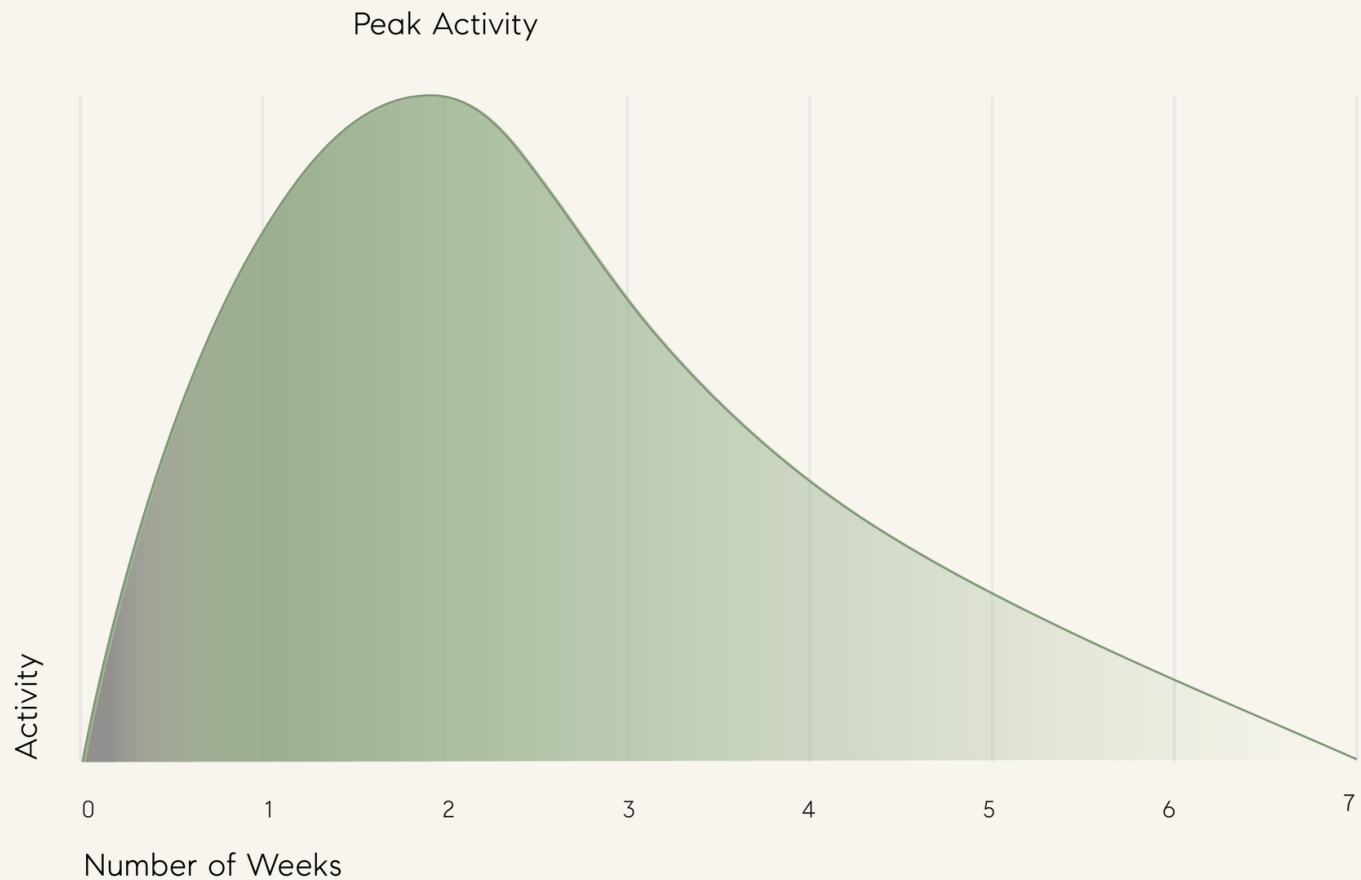


THE TOP AGENT NETWORK

In Chicago, 90% of real estate deals are brokered by the top 10% of agents. The Top Agent Network is open only to those top 10% to share pocket listings and buyer needs. Prior to marketing on the MLS, we will list your home on the Top Agent Network to generate buzz about your listing! Kate is on the Top Agent Network Advisory Board, which further enhances your exposure within the Chicagoland Area.



Pricing Your Property to Maximize Buyer Activity



TIMING OF BUYER ACTIVITY

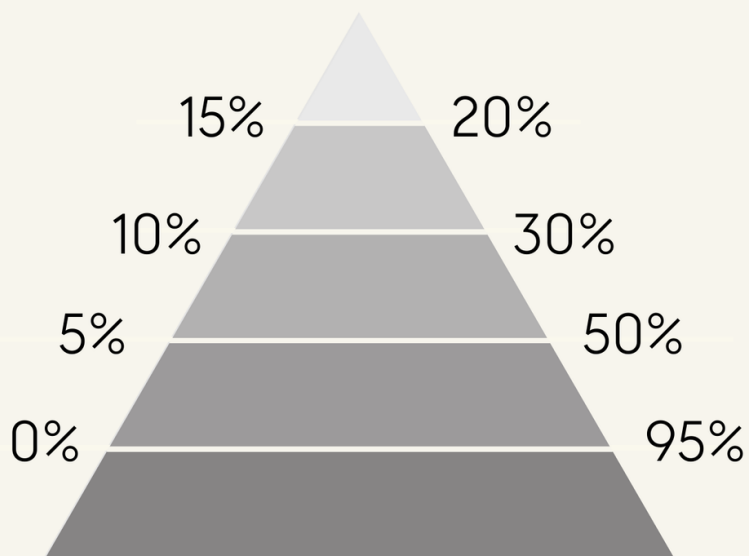
A property receives the most traffic within the first few weeks of hitting the market. It is important to get the price right in order to gain the attention of interested buyers and maximize our position in the market.





Percentage Over
Market Value

Percentage
of Buyers



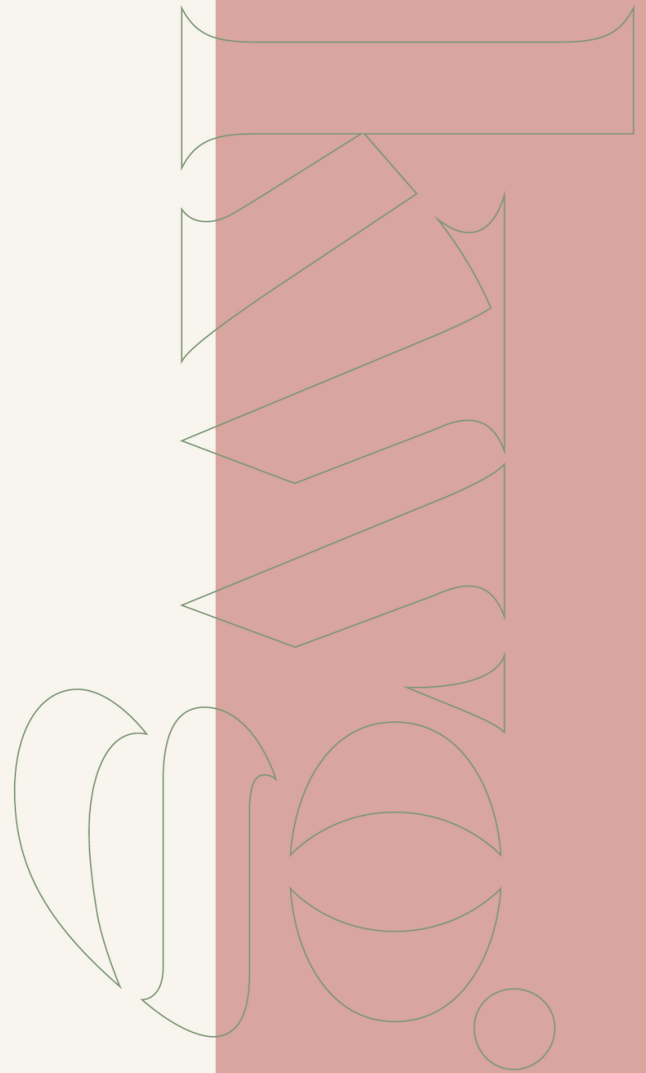
If the asking price is too high, then the property appeals to fewer buyers.

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.

Officially List on the Market

Compass will leverage our site activity and buyers' saved preferences to position your listing in front of the right audience.



Engaging Open Houses

Our experienced and knowledgeable open house team is prepped to host an open house at your listing. Most valuable the first weekend on the market, open houses are an important way to connect with buyers and bring them through your home!



66%

Of homebuyers
attend an open house
during the home
shopping process*



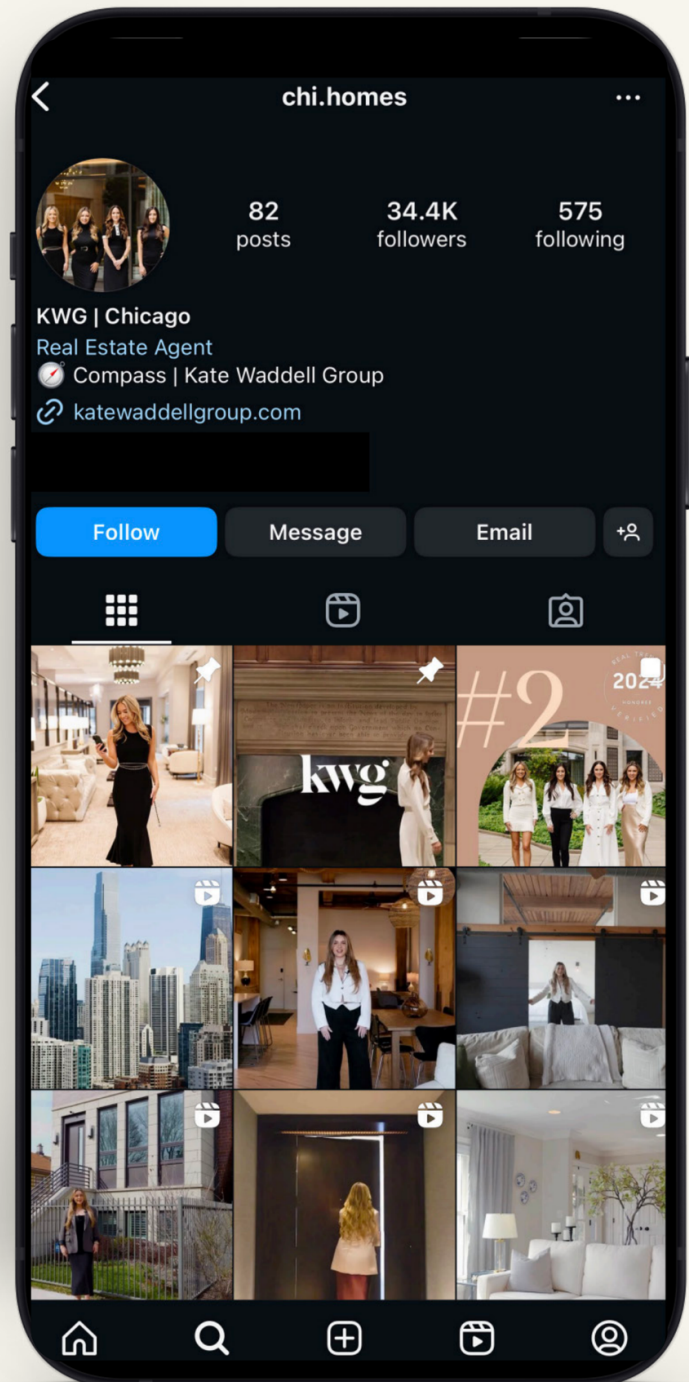
*Zillow Group Consumer Housing Trends Report , 2021 survey data

**Compass Livestream: Virtual Open House vs In-Person Open House.
6.1.2020–8.31.2020.

Social Media Advantages

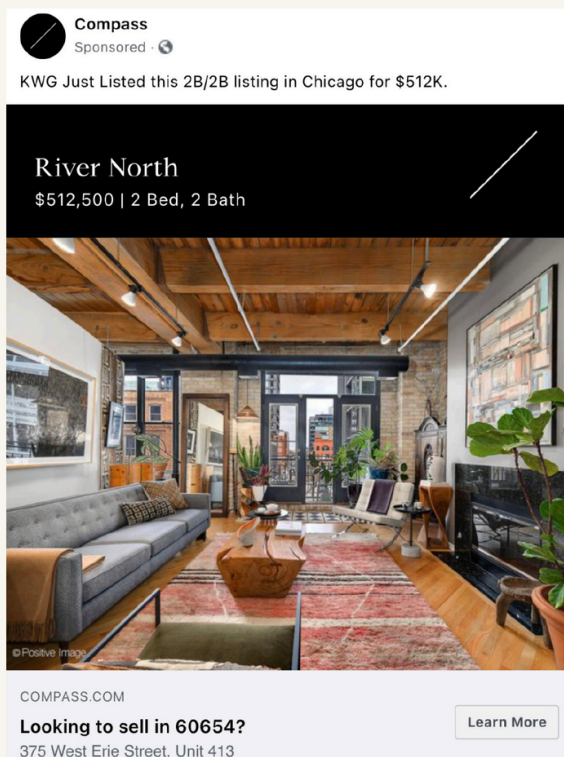
Everyone gets a first impression....our digital footprint attracts potential buyers to your listing.

40K
Overall Team Followers



Reach more prospective buyers with intelligent digital advertising

By leveraging Compass' digital advertising tools and partnerships across social media and advertising throughout your listing process, we can generate demand to sell your home faster, and we meet potential buyers where they are, online.



PROPRIETARY TARGETING

KWG helps generate buyer interest by using proprietary data to serve ads to Facebook and Instagram users.



OPTIMIZED PERFORMANCE

KWG tracks and measures the results of every campaign which allows for continued optimization.

Your Buyer Follows Compass

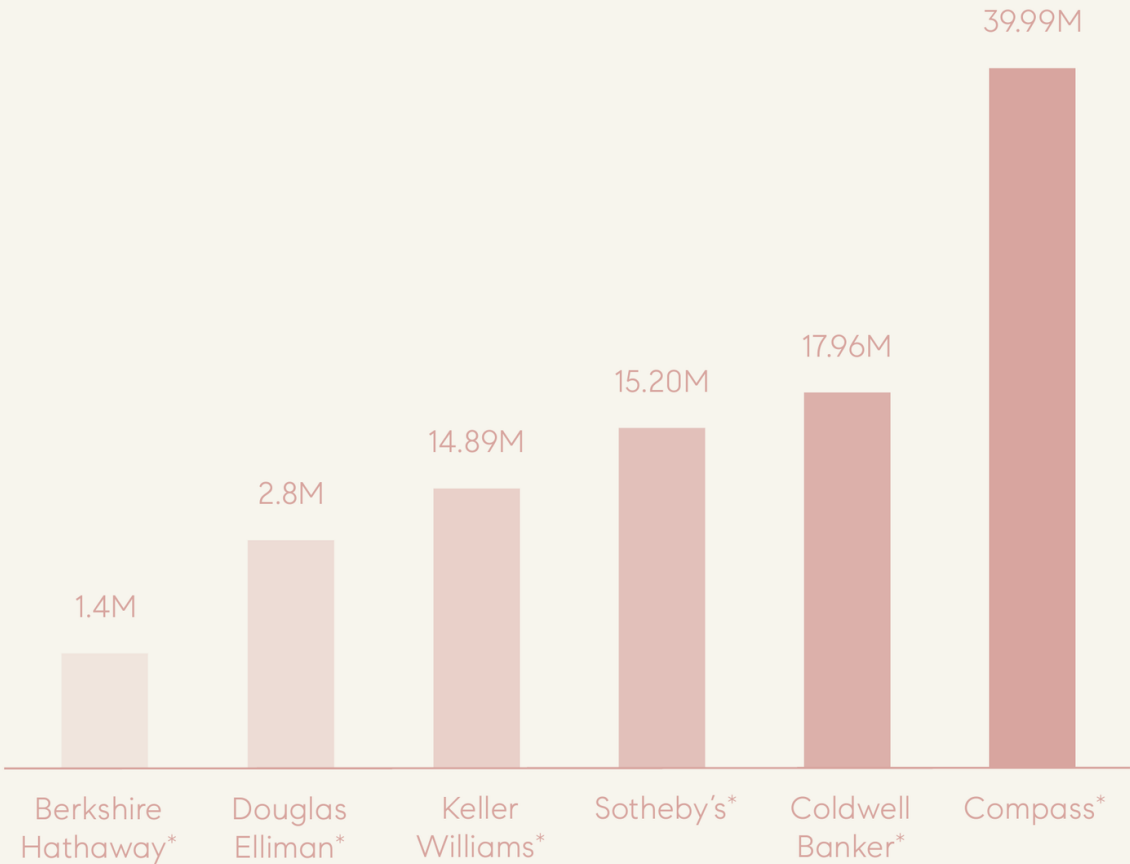
#1

Website Visitors*

643B

Impressions in 2024**

Monthly Website Visitors

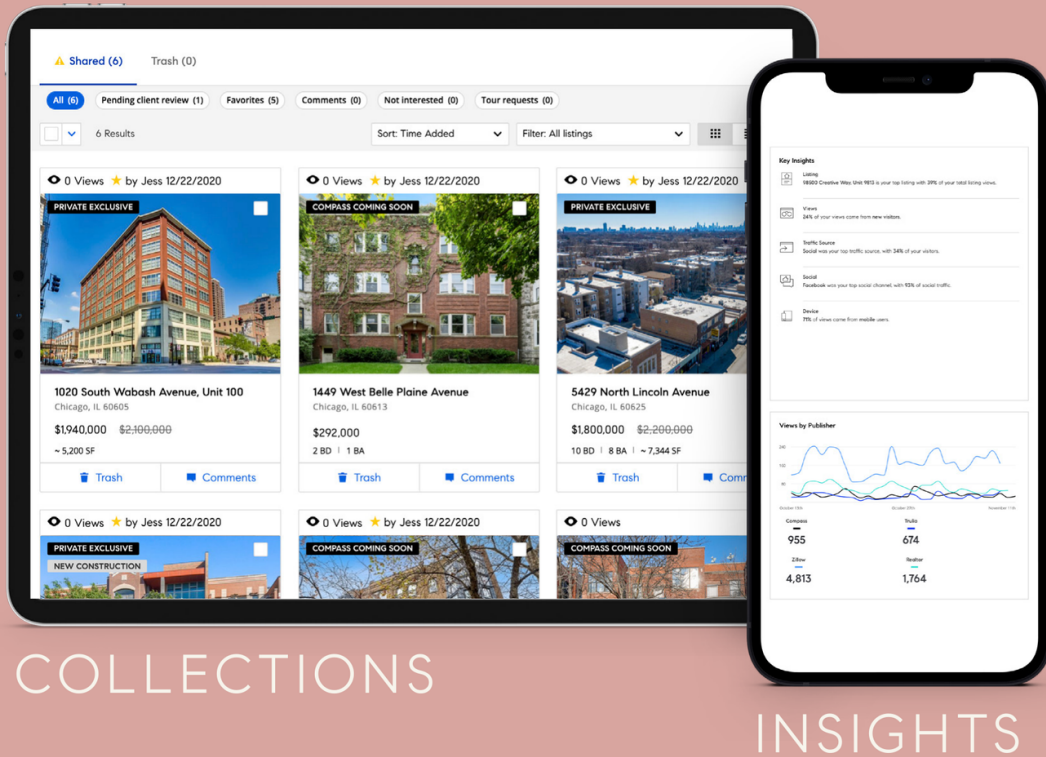


*Website traffic sourced via SimilarWeb, 11/1/2023-01/31/2024.

**Source: Muckrack, a media intelligence firm, 11/8/2023-11/8/2024

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.



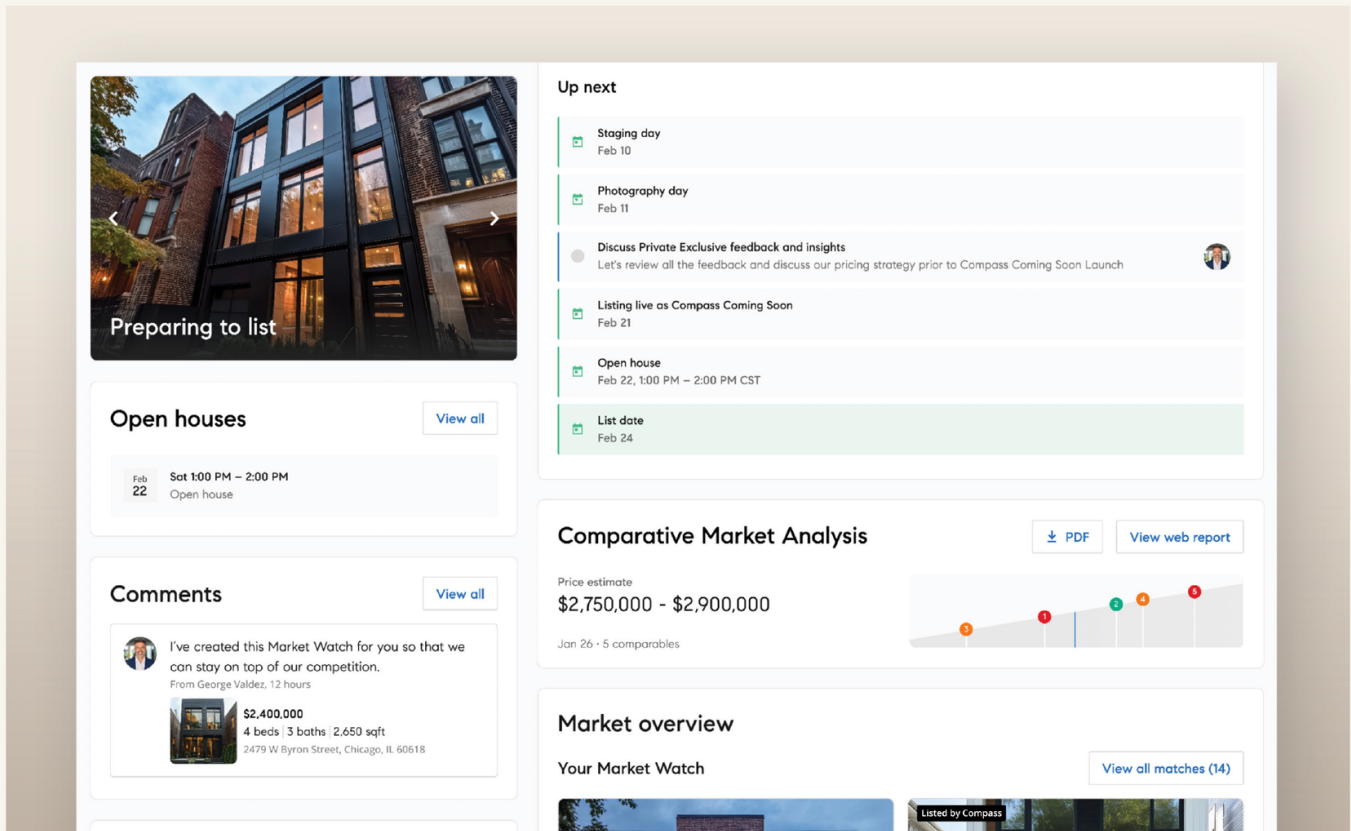
COLLECTIONS

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.

One Unified Dashboard to Streamline Your Sale



COLLABORATE WITH EASE

Stay connected with KWG in one shared space, ensuring clear communication and a smooth, transparent home-selling experience.

KEEP UP TO DATE

View your timeline for a comprehensive overview of upcoming steps, recent updates, and pending tasks. You'll know where we stand, what's next, and have full visibility into how we're moving your transaction forward.

STAY ORGANIZED

Easily reference your signed documents, forms, and other relevant paperwork at any time.

GAIN INSIGHTS

Monitor the market and track your listing's interest so that we can adjust our strategy accordingly. See how often your listing is viewed, liked, or shared so we can focus on potential buyers already interested in your home.



Closing Costs and Immediate Next Steps

From your attorney to local taxes, there are a number of costs to anticipate throughout the selling process. Here are the standard fees you can expect to incur.

Type	Estimated Cost
Realtor Commission	List side commission: 3% + \$595 Compass administrative fee <i>Buyers will include their agent's compensation in their offer.</i>
Attorney	Varies by attorney, \$650–\$1200 Consult attorney on title insurance cost
Prorations	Include real estate taxes, utilities, assessments, rents, etc.
State and County Transfer Tax	\$1.50 per \$1,000
City Transfer Tax	\$3.00 per \$1,000
Survey	\$495–\$795 not applicable to condominium or co-ops

*Quoted amounts represent approximate costs and may vary



COMPLETE LISTING PAPERWORK.

The listing agreement is a contract set in place to protect you. It ensures that we provide the highest level of service while fulfilling our fiduciary duty to represent your best interests.



BEGIN TO PREPARE YOUR HOME FOR THE MARKET.

We will work together to get your home ready for photos and showings. We have an extensive list of vendors to help with any needs. We will gather information on your home and association to share with buyers.



CONTINUE TO MONITOR THE MARKET AND ASSESS OUR STRATEGY.

Once your home is ready for market, we will reassess market data and finalize our pricing strategy to make sure we are in line with any recent market updates in your neighborhood.



LAUNCH YOUR PROPERTY.

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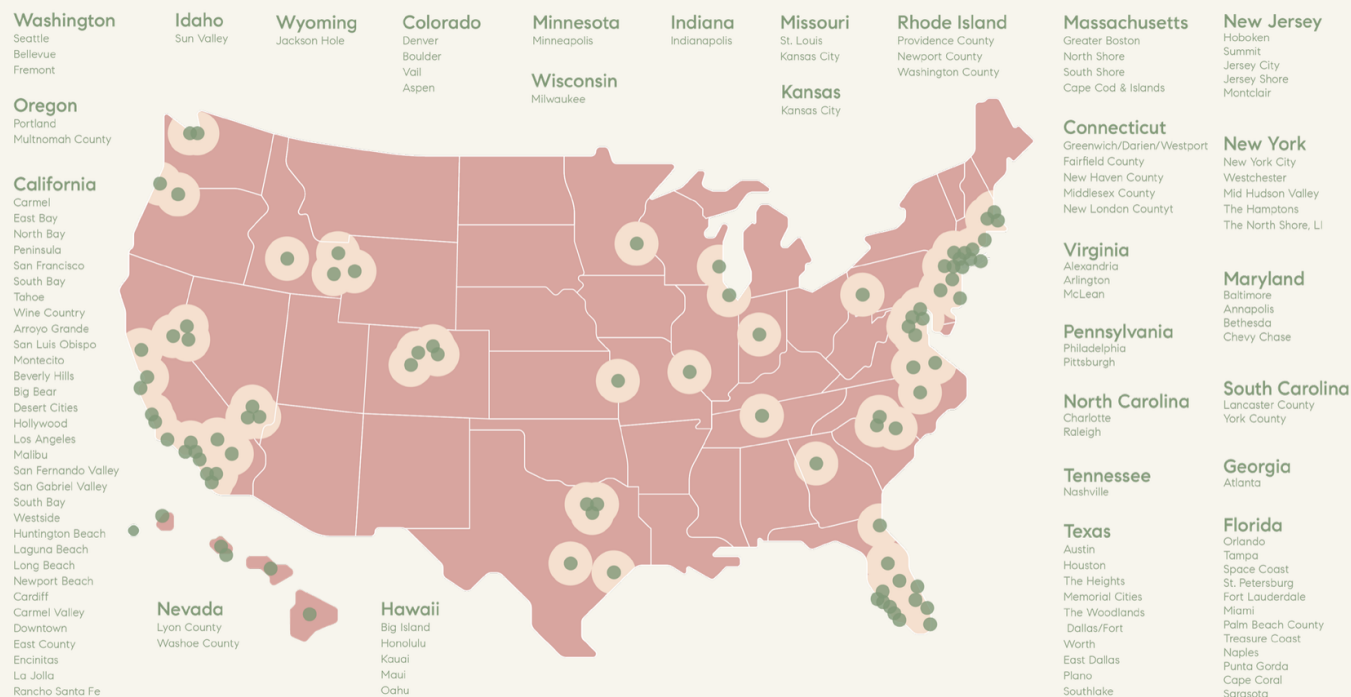
Discovering Compass

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

#1

Residential Real Estate
Brokerage in the United States*

<p>\$216.8B+</p> <p>2024 Gross Transaction Value**</p>	<p>400+</p> <p>Offices</p>	<p>33K+</p> <p>Agents***</p>
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*#1 2023 closed sales volume. T. Velt, "eXp, Compass top 2024 RealTrends Verified brokerage rankings for second year," HousingWire, Online, HW Media, 3/22/2024, <https://www.housingwire.com/articles/exp-compass-top-2024-realtrends-verified-brokerage-rankings-again/> **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 and includes a de minimis number of new development and commercial brokerage transactions.
*** Agents are defined as all licensed agents on the Compass platform.

Compass Chicago agents were the most productive agents of any of the top 5 brokerages.*



\$5.77M

Highest average
volume produced
by agent

9.2

Highest average
units per agent

\$626K+

2nd highest average
sales price

*BrokerMetrics, 1/1/24 - 12/31/24, all properties by brokerage, when compared to @ properties, Coldwell Banker Realty, Baird & Warner and Berkshire Hathaway, all top 5 brokerages, all MLS

Placing your property where your buyers are searching.

Once your home is listed on the MLS, it will be syndicated to some of the top real estate platforms domestically and in 60+ countries globally. This will allow us to get maximum exposure for your home.

TOP DOMESTIC SYNDICATION PLATFORMS, INCLUDING

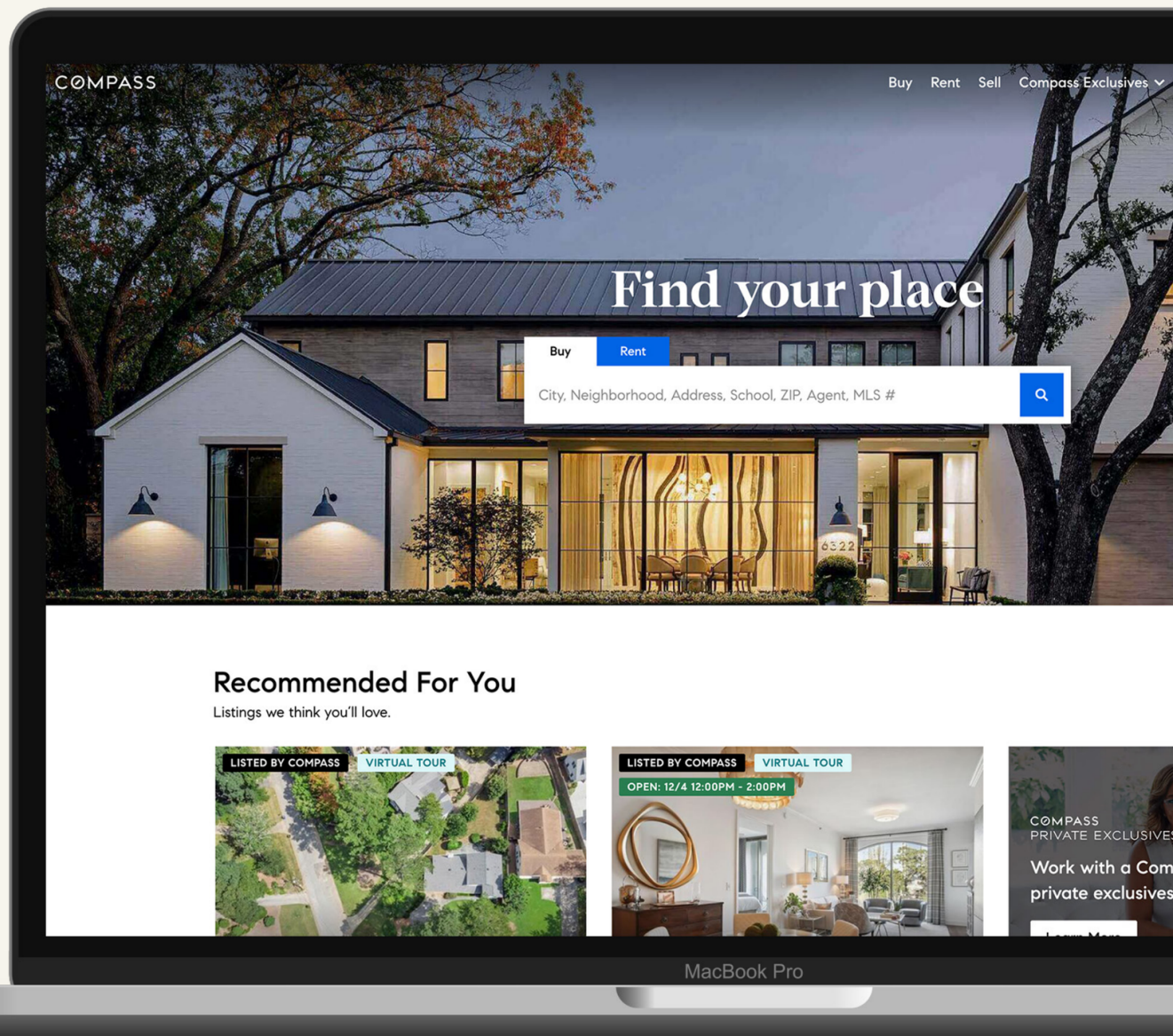
Zillow	Wall Street Journal	Mansion Global	Trulia
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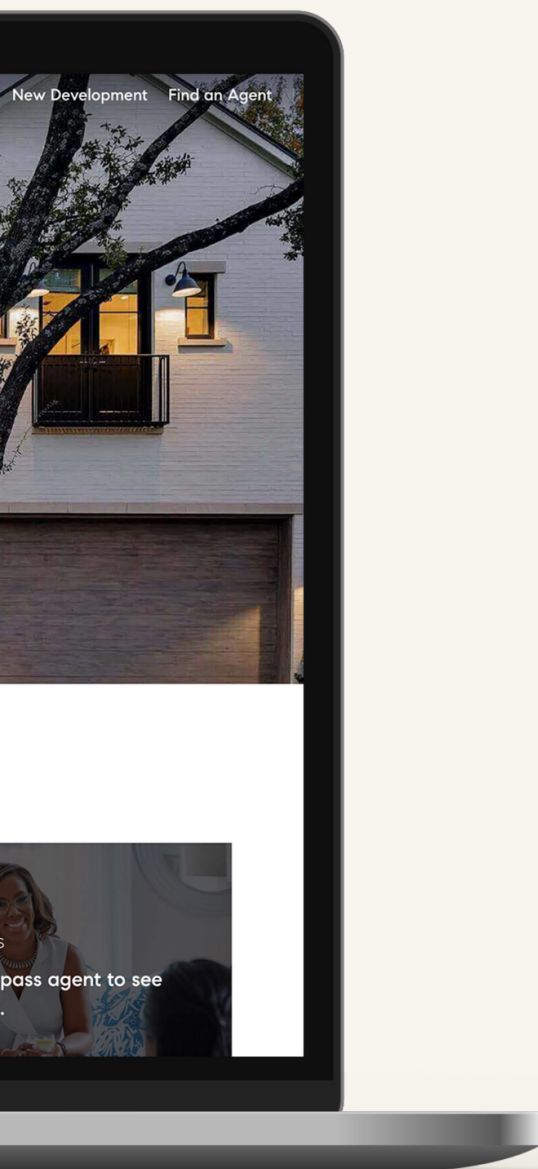
COUNTRIES WE SYNDICATE TO INTERNATIONALLY*

Argentina	Germany	Monaco	Singapore
Australia	Greece	Morocco	Slovakia
Belgium	Hong Kong	Myanmar	South Africa
Bulgaria	India	Netherlands	Spain
Cambodia	Indonesia	New Caledonia	Switzerland
Canada	Ireland	Panama	Tanzania
Chile	Italy	Papua New Guinea	Thailand
China	Japan	Peru	Tunisia
Colombia	Kazakhstan	Philippines	Turkey
Czechia	Laos	Poland	United Arab Emirates
Denmark	Latvia	Portugal	United Kingdom
Estonia	Luxembourg	Qatar	United States
Fiji	Macao	Romania	Uruguay
France	Malaysia	Senegal	Venezuela
French Polynesia	Mexico	Serbia	Vietnam

*ListGlobally opt-in required. Data based on the reach of ListGlobally's network.

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





250M+

Annual website and
social media impressions*

6.1M

Annual unique international
users on compass.com**

536B

Global impressions secured
by our dedicated in-house
PR team in 2023***

DIGITAL REACH

Our digital footprint attracts
potential buyers to your listing.

INTERNATIONAL REACH

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

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 Muckrack, 11.2023–12.31.2023

41°52'41"N | 87°37'47"W



KATE WADDELL GROUP

COMPASS

Kate Waddell Group is a team of real estate agents affiliated with Compass, a licensed real estate broker and abides by federal, state and local Equal Housing Opportunity laws. 2350 N Lincoln Ave 3rd Floor, Chicago, IL 60614

