



THE KATE WADDELL GROUP DIFFERENCE





Who We Are

Women-run and women-led, the Kate Waddell Group has over \$825 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 is a leading luxury real estate broker and the principal of the Kate Waddell Group at Compass, one of Chicago's most respected boutique teams. Since 2006, Kate has built an all women group renowned for refined client service, strategic insight, and exceptional performance. With more than \$825 million in career sales and a ranking in the top 0.01 percent of brokers across Chicagoland, Kate is trusted by discerning clients throughout Chicago's North Side, the North Shore, and the Western Suburbs. Recognized by Crain's Chicago Business as one of the city's Most Influential Real Estate Brokers, she is known for her deep community connections, elevated approach, and unwavering commitment to excellence. Kate lives in Lincoln Park with her husband and their two children.



BROKER

Alexa Dowell

Alexa Dowell is a highly regarded Chicago real estate professional with a passion for design and a dedication to helping people find their place in the world. A complete advisor, she guides buyers, sellers and investors with a concierge-level approach rooted in genuine client care and deep market knowledge. Known for her staging expertise and intuitive eye, she helps sellers prepare their homes to shine and guides buyers as their eyes for quality and potential.



BROKER

Nicolette O'Connor

A Chicago native and top-producing broker, Nicolette O'Connor combines branding expertise with a modern, tech-savvy approach. Since 2017, she has delivered unique marketing strategies, joining the Kate Waddell Group in 2021 to leverage her powerful social media presence for maximum client exposure. Nicolette is valued for her clear guidance, genuine care, and support that extends well beyond the closing table.



BROKER

Carissa Giancarlo

Carissa Giancarlo is known for her commitment to delivering an exceptional client experience with clarity, care and expertise. She values building strong, trusting relationships and ensures every client feels supported throughout the entire buying or selling process. A University of Michigan graduate and mother of two, Carissa pairs strong industry insight with a truly personalized approach.



DIRECTOR OF OPERATIONS

Emily Drennan

Emily Drennan serves as the Director of Operations for the Kate Waddell Group, bringing organization, clarity, and thoughtful client care to every transaction. She oversees the systems and experience that uphold KWG's high level of service. Licensed in 2021 while teaching in Chicago Public Schools, Emily later moved into real estate full time and found her passion in operations, excelling in transaction management before stepping into her leadership role at KWG.



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. Led by Alexa, whose design background brings a refined eye to every detail, our signature approach provides a comprehensive, step-by-step plan to prepare your home for market. From minor repairs to full staging and design enhancements, together we ensure your space looks its absolute best.

PREPARE YOUR HOME

Buyers today are willing to pay a premium for homes that feel perfect and move-in ready. This makes it essential that your home is shown in its best condition. Buying a home is an emotional experience and small details can make a lasting impression. We recommend removing clutter, organizing closets and depersonalizing by taking down family photos or personal mementos. A clean, open and inviting space allows buyers to easily envision themselves living there.



BEFORE



AFTER

The Power of KWG Photography

Photography is one of the most powerful tools in selling your home. The first showing of your home happens online as buyers browse your photos and form quick impressions. At KWG, we ensure your property is captured in its best light, with every angle, detail and room presented through stunning, high-resolution imagery that draws buyers in from the very first glance.





THE KWG DIFFERENCE

On the day of photos, we take a truly hands-on approach, carefully styling each space and working alongside the photographer to capture every room to perfection. Our team is detail-driven and comes prepared to adjust lighting, rearrange décor and fine-tune every element to ensure your home is showcased in its very best light. We select angles and compositions that make each space look as if it were pulled from the pages of a magazine. Our goal is to make the process as easy and seamless as possible while delivering stunning, high-resolution imagery that draws buyers in and helps your listing stand out.



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



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

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.

KWG Tailored Listing Approach

We don't believe in templates, we believe in strategy. We will create a thoughtful and custom marketing plan designed to meet your specific timeline and goals.



The Value of Pre-Marketing

Drive buyer interest and buzz with Compass Coming Soon, Top Agent Network, and Private Listing Network 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.

TEST THE MARKET

This is a valuable opportunity to present your property to top agents and their serious buyers at an aspirational price all without accruing days on market.

Officially List on the Market

Once your home is listed on the MLS, it will syndicate across all major real estate websites, reaching the widest possible audience of active buyers and agents.

From there, we are ready for showings and open houses, with the highest level of activity typically occurring within the first two weeks on the market.

As your home remains active, it will begin accruing days on market and a visible pricing history, which both buyers and agents can see as part of your listing's online record.

1

List your home for sale mid week on the MLS (syndicates on all platforms)

2

KWG will implement digital marketing campaign

3

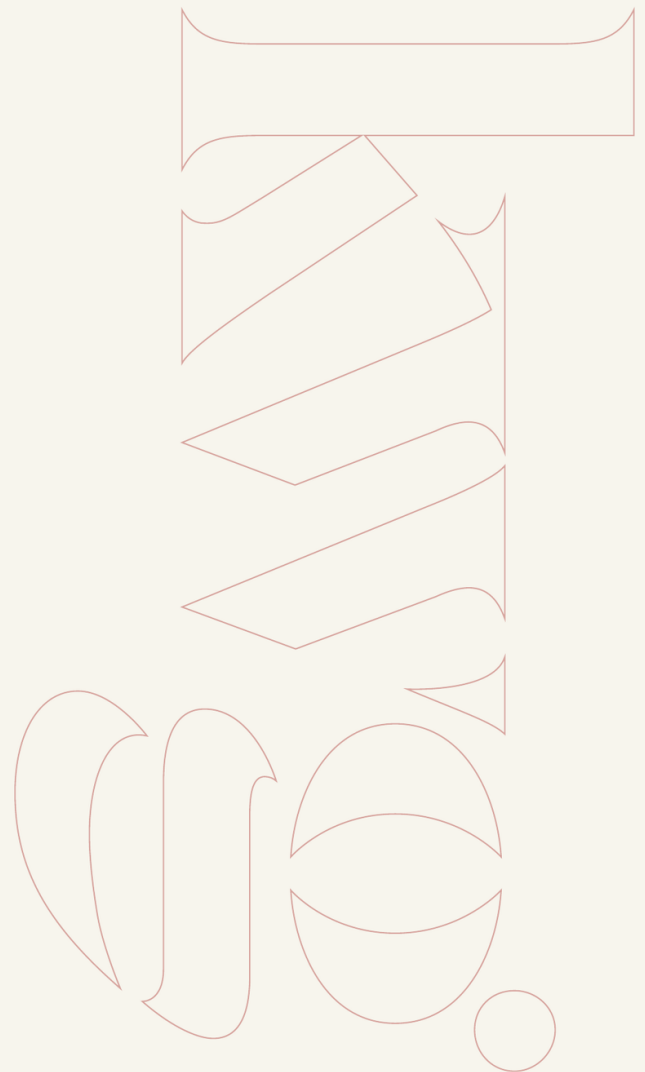
Showings begin!

4

First weekend on the market, Saturday & Sunday open house

5

KWG gathers feedback and tailors comprehensive marketing campaign accordingly



KWG Client Connection

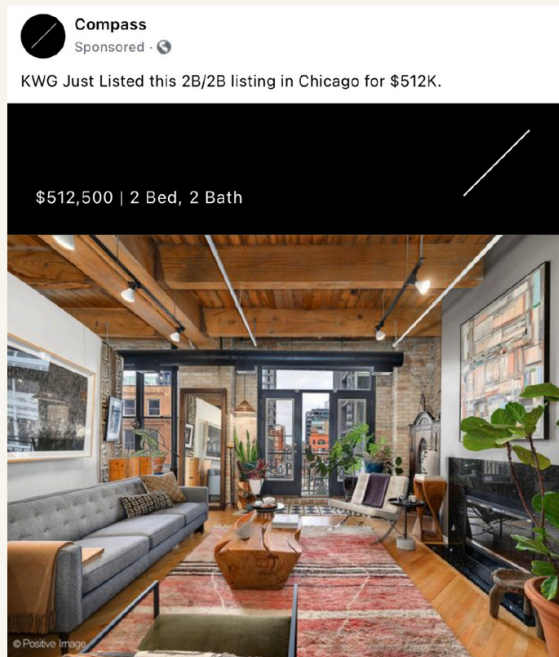
We do not just open doors, we tell your home's story. Our team brings unmatched professionalism, preparation, and warmth to every showing. We know how to highlight what makes your home special, from design details to the lifestyle each space offers. Every showing is an opportunity to connect and we make every moment count.

You will never be left wondering what is happening. Our communication strategy ensures consistent updates, thoughtful guidance and seamless coordination at every stage of your home's sale. After every showing, we share a detailed recap, follow up with each buyer who tours your home and provide real feedback, next steps, and data driven insights to keep you fully informed from start to finish.



Reach More Prospective Buyers With Intelligent Digital Advertising

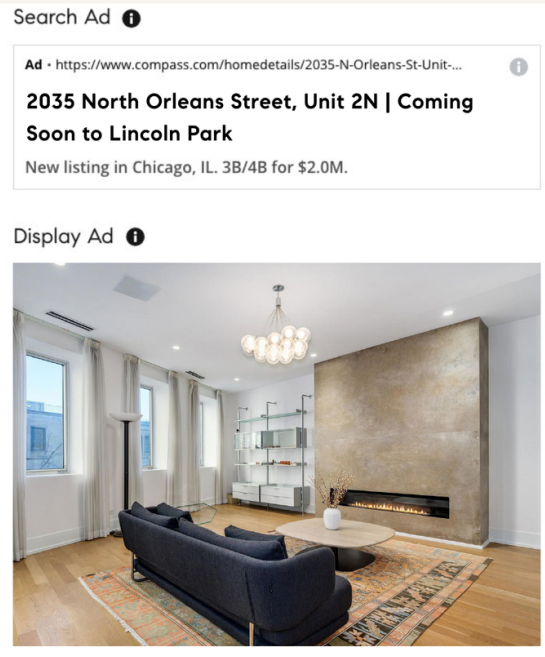
By leveraging Compass' digital advertising tools within the Facebook, Instagram, and Google Ad platforms, we generate demand to sell your home faster. We meet potential buyers where they are, online.



FACEBOOK



INSTAGRAM



GOOGLE

PROPRIETARY TARGETING

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

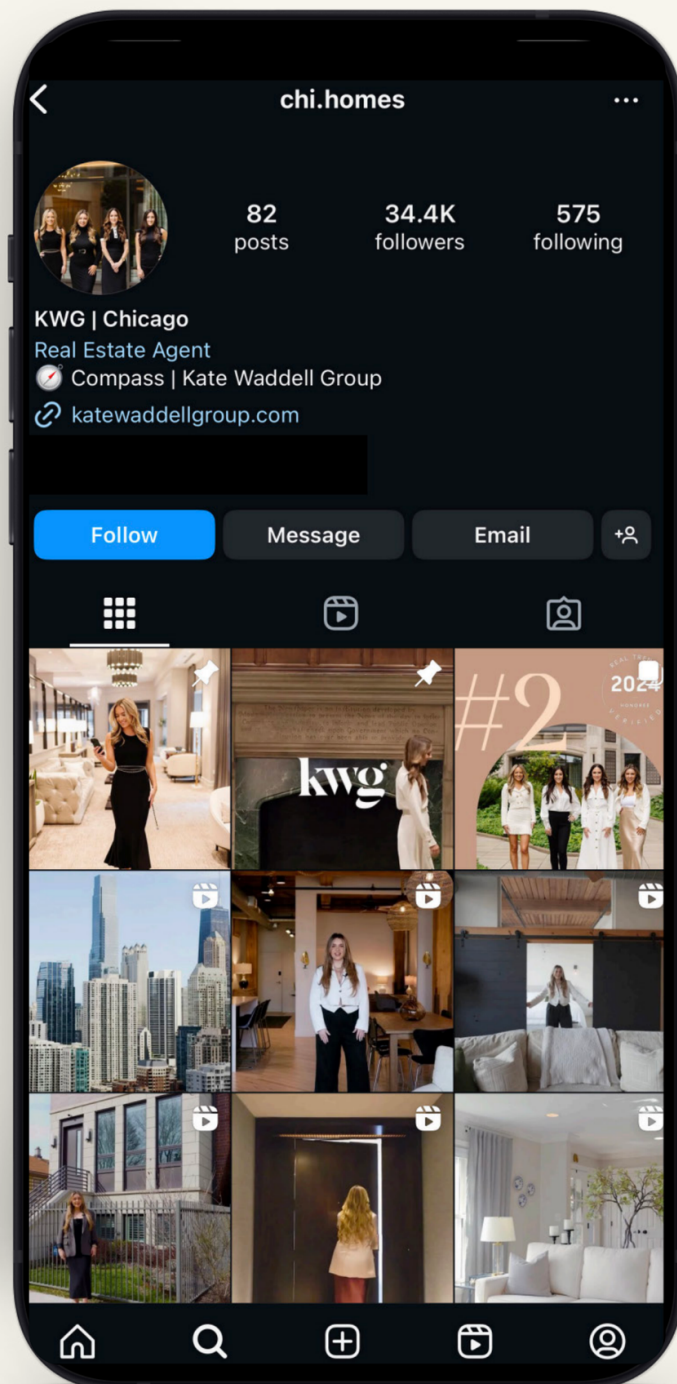
OPTIMIZED PERFORMANCE

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

Social Media Advantages

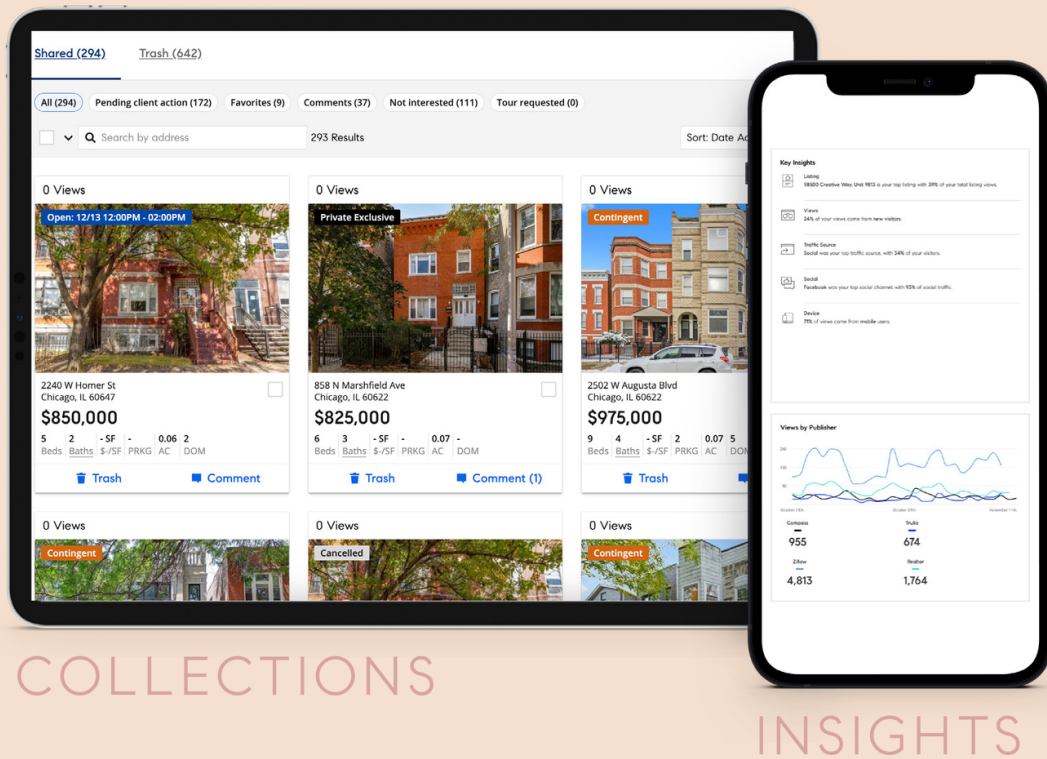
Your buyer is online, and so are we. With more than 40,000 followers across our platforms, KWG's digital presence brings listings to life through a thoughtful content strategy that blends stunning visuals, storytelling, and data driven targeting to connect your property with the right audience, fast.

40K
Overall Team
Followers



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.



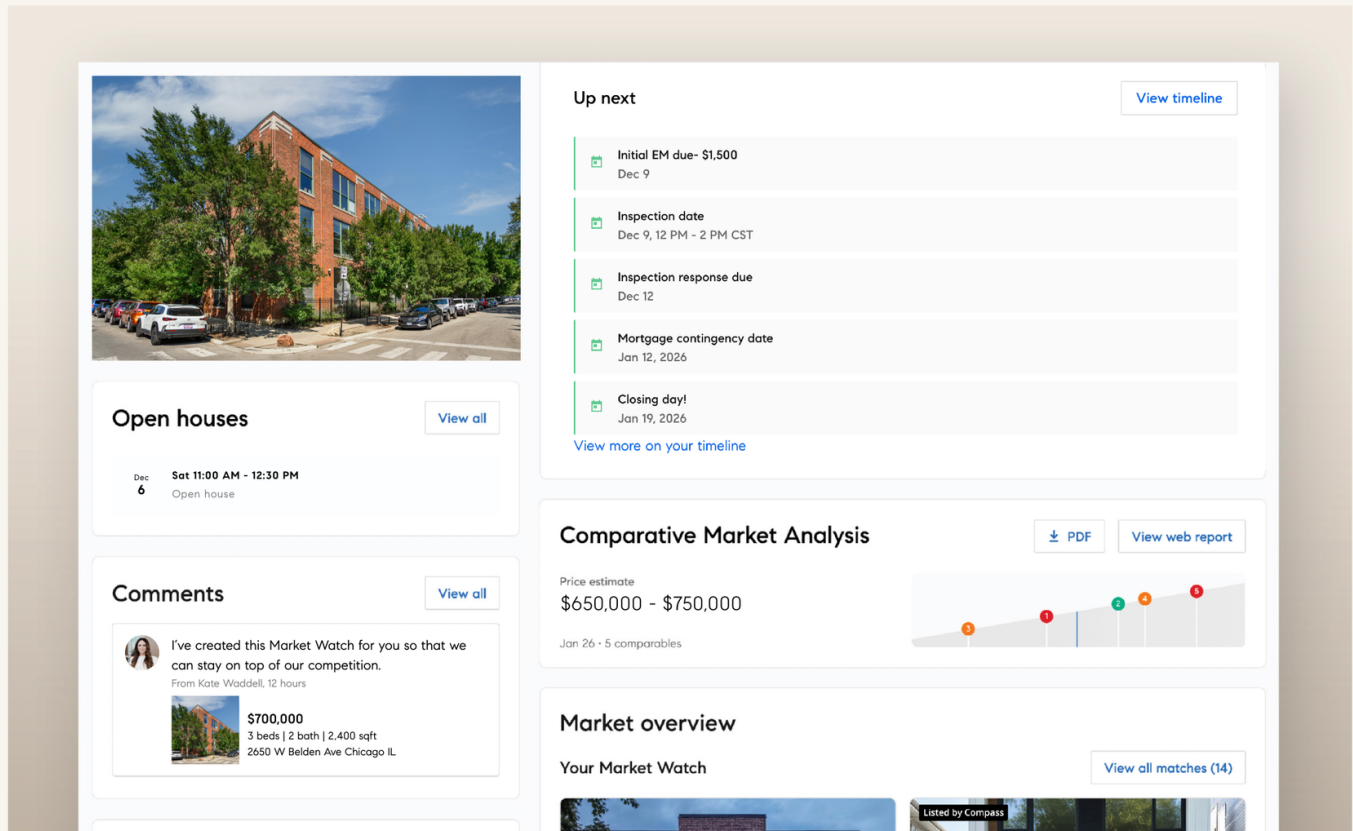
COLLECTIONS

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

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

Next Steps with KWG

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.

Timeline

As your trusted advisors, we'll be there to guide you throughout the home selling process to ensure that your experience is as seamless and stress-free as possible.

PRE-MARKET

ON-MARKET

Consultation with KWG staging expert to develop plan to best prepare your property for market

Pre-market and test pricing through our optional soft launch platforms

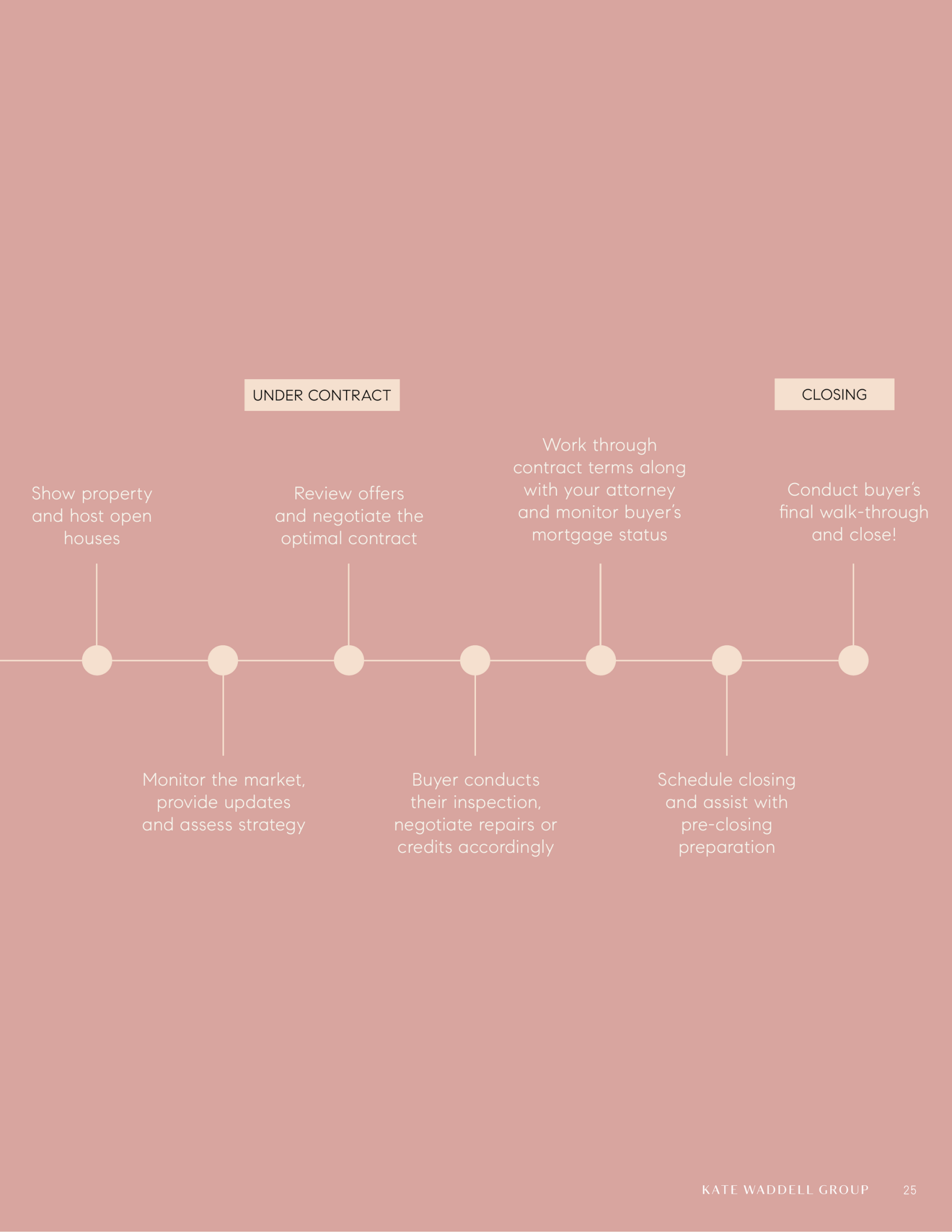
List property on the MLS

Complete listing paperwork and seller questionnaire

Schedule photography

Evaluate activity to finalize official launch pricing

Execute our marketing strategy and media plan



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

\$825M+

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



West Loop | \$3,175,000



River North | \$670,000



Lincoln Park | \$420,000



Hinsdale | \$2,075,000

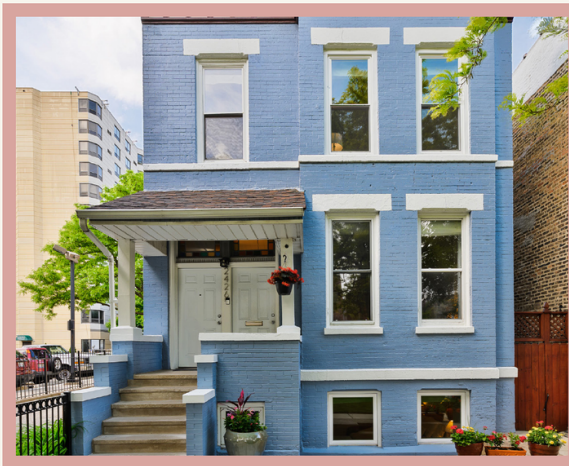
MULTI UNITS



North Center | \$14,100,000



Roscoe Village | \$1,095,000



Logan Square | \$1,140,000



West Town | \$460,000

RENTALS



West Loop | \$4,800



Wicker Park | \$4,350

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

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*

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*

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*

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 they 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*

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

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



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



Discovering Compass

A Network Of Top Real Estate Agents Ready To Bring You Your Buyer.

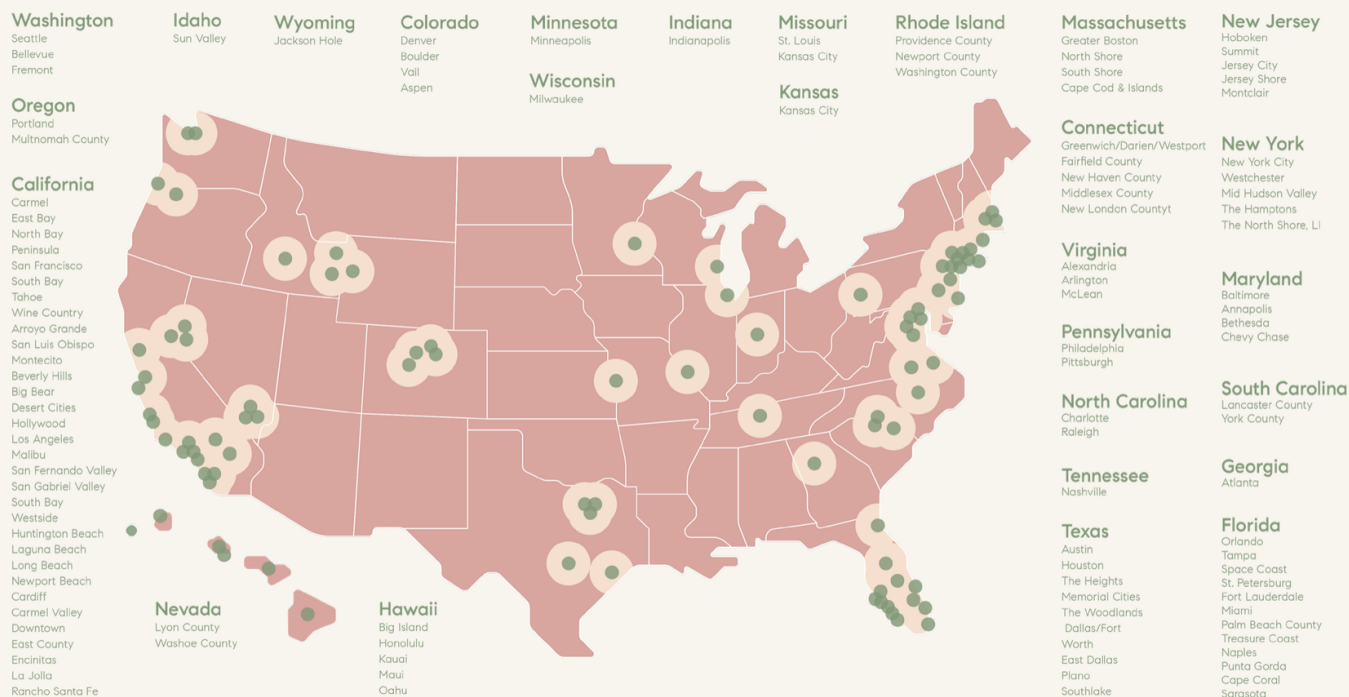
#1

Residential Real Estate
Brokerage in the United States*

\$216.8B+
2024 Gross
Transaction Value**

400+
Offices

33K+
Agents***



*#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.

Your Buyer Follows Compass

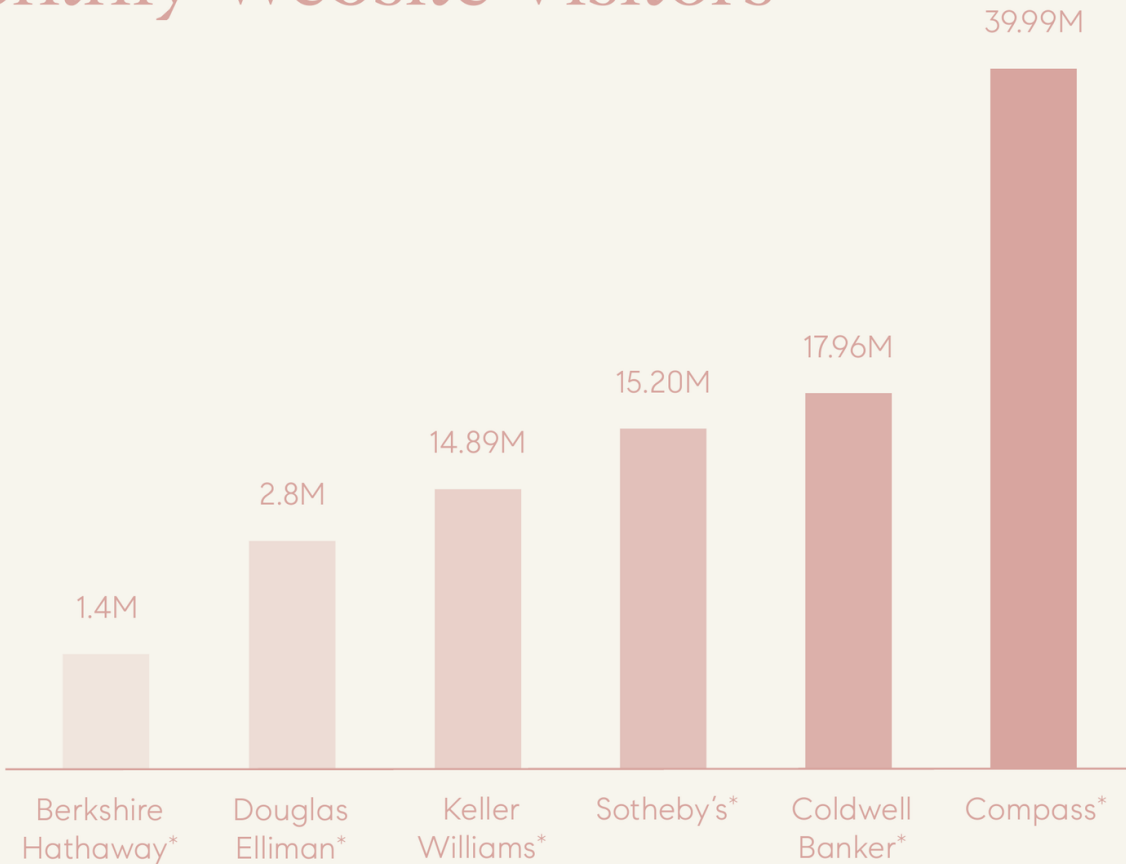
#1

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

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

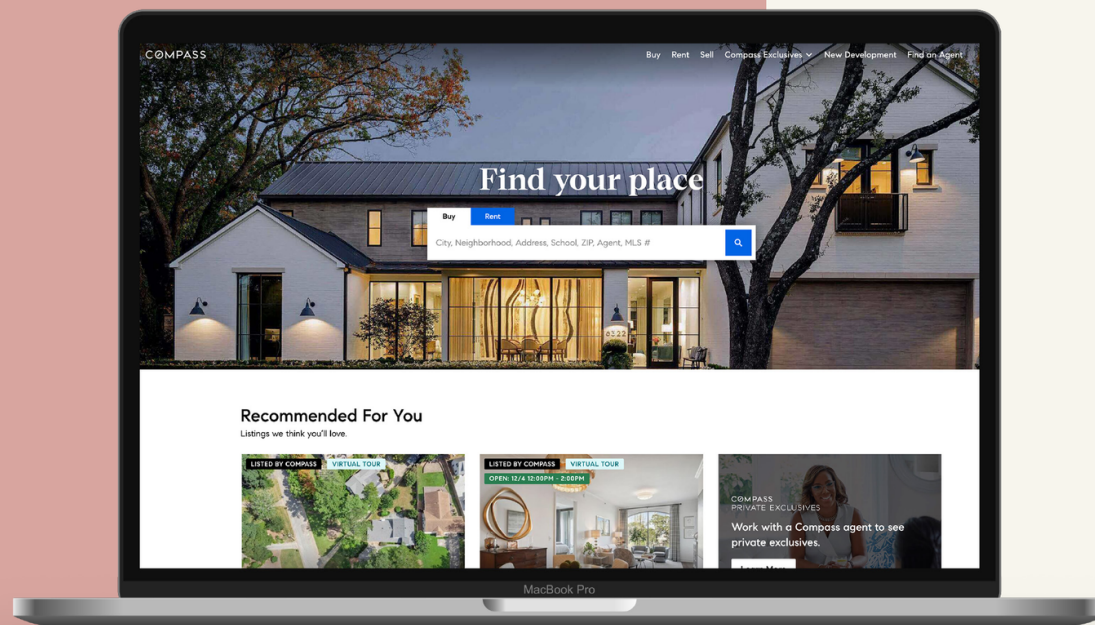
Zillow	Wall Street Journal	Mansion Global	Trulia
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COUNTRIES WE SYNDICATE TO INTERNATIONALLY*

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*

DIGITAL REACH

Our digital footprint attracts
potential buyers to your listing.

6.1M

Annual unique international
users on compass.com**

INTERNATIONAL REACH

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

536B

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

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

