Seller's Guide

GRID

"Eventually, I think Chicago will be the most beautiful great city left in the world."

– Frank Lloyd Wright

You're ready to make a move! An adventure for certain but one in which having the right real estate agent to guide you will be of the utmost importance.

The Grid Group team has the experience and marketplace knowledge to get the job done with unparalleled and individualized customer service that will ensure you aren't just a number — we work hard to make certain that each client we represent gets a white glove experience — we want to "wow" you.

To sell your home we focus on three key components: Pricing, Condition & Exposure. We look forward to working with you to map out the perfect marketing plan to sell for the highest possible price and in a timeframe that meets your goals.

We are excited to share The Grid Group difference!

About the Team

The Grid Group is one of Chicagoland's top ranked Real Estate sales teams with a wealth of experience and a genuine dedication to elevate our clients lifestyle.

Our team was founded in 2015 by Patrick & Chris, and has since been recognized as part of Chicago's elite Top 1% for total sales volume for five consecutive years. Our market coverage includes Chicago and the Western and Northern Suburbs. We are proud to be part of Compass, a premier national brokerage leading the way in real estate technology.

Chris Bauer

EXPERIENCE

- Real Estate Broker Since 2006
- Ranked Top 1% Agent by Chicago Association of Realtors
- 10 Years prior experience in Business Process Consulting

HOBBIES & INTERESTS

- Travel
- Live Sports
- Dogs

CLIENTS ARE SAYING

- Excellent Analytical Skills
- Tough Negotiator
- Extensive market knowledge

FAVORITE QUOTE

I've always believed that if you put in the work, the results will come. – *Michael Jordan*

Patrick Natale

EXPERIENCE

- Real Estate Broker since 2006
- Ranked Top 1% Agent by Chicago Association of Realtors
- Design consulting specialist

HOBBIES & INTERESTS

- Chicago Sports
- Exploring the city
- Summer days in Twin Lakes, WI

CLIENTS ARE SAYING

- Creative
- Responsive
- Loyal

FAVORITE QUOTE

The best way to predict your future is to create it. – *Abraham Lincoln*

Matt Lorentsen

EXPERIENCE

- Real Estate Broker since 2015
- Digital Marketing Specialist
- Background in Finance & Property Management

HOBBIES & INTERESTS

- Architecture
- Sustainable Design
- Tennis / Golf / Skiing

CLIENTS ARE SAYING

- Calm
- Confident
- Insightful

FAVORITE QUOTE

It doesn't matter what you do, just be the best at it. – *Clint Eastwood*

Our Numbers

$35,290,000

SOLD VOLUME IN 2019 & 2020

85

TRANSACTIONS IN 2019 & 2020

1

HOME SOLD EVERY 8.7 DAYS

33

AVERAGE DAYS GRID GROUP LISTINGS SELL IN

97%

ASKING PRICE

FROM OUR CLIENTS

"Chris and Patrick were nothing short of amazing. From the minor recommendations to help us get the maximum value our house (15 showings and sold in 8 days) to helping us find our dream home. No matter the question or time of day, Chris always answered us. When we found our dream home, Chris stepped up to get us fair market value. I would recommend them to anyone. Overall, 2 great down to earth guys who made the process as painless as can be."

– MARK P

> "Pat's knowledge of the Chicago real estate market is second to none! He helped me not only find my own home, but also to find a number of investment properties that fit my requirements. His approachable nature makes it easy to do business with him, and his professionalism ensures that nothing is left to chance with the transaction. I can wholeheartedly recommend Pat as my agent of choice"
>
> **– M GANNON**

"We began working with Chris Bauer after a negative experience with another, high pressure agent. We are a young family, on a limited budget, trying to find a home that would meet both our personal and financial needs. Chris took us to dozens of properties, and patiently waited for us to make our decisions. He offered advice when asked, supplied us with valuable insights, and accommodated our busy schedule, our active toddler, and a pregnant woman! Wow! We could not ask for a better realtor than Chris. He is hard-working, available, friendly, and knowledgeable. After moving this time, we promised we would not be moving again soon... but when we do, we know that we will count on Chris to sell our home and to help us find a new one!"

– MELANIE

> "Matt was fantastic to work with. Quick to respond, took the time to understand what we wanted, and didn't try to push us into anything that wasn't a fit just to get a sale. He knows the market well, helped us avoid bad choices and ultimately settle on a great house. Highly recommended."
>
> **– JOE & BECCA**

The Compass Advantage

Compass Concierge

Compass Concierge covers the upfront costs of vendor-provided services to improve your home's value; once your home sells, we'll collect the cost of those services and nothing more.

← BEFORE
↓ AFTER

SERVICES INCLUDE

Updated Floors
Staging
Deep-cleaning
Decluttering
Cosmetic Renovations
Landscaping
Painting
Moving & Storage
Fencing
Electrical
Custom Closets
Home Inspections
Plumbing
Water & Sewer

Compass Coming Soon

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.

EARLY TO SELL

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

TWICE THE EXPOSURE

Coming Soon creates two separate opportunities to launch your property: First on Compass.com, and then later when the listing goes live on the MLS and aggregate sites.

GET FEEDBACK, FAST

Testing the market with Coming Soon helps your listing to perform even better, once it opens to the public. You'll gain invaluable insights on pricing, photos, and positioning.

Find out more at compass.com/concierge

Bridge Loan Services

Tap into to an exciting new pool of buyers when you work with me. Compass Bridge Loan Services gives homeowners the purchasing power to make an offer on a new home without waiting to sell their existing one. That means I can help access buyers who are ready and able to move quickly when they see a house like yours on the market.

HOW DOES IT WORK?

I share your listing with prospective buyers, who can use Compass Bridge Loan Services to put a down payment on your home, prior to selling their existing one. With more prospective buyers, we can position your home to sell faster and for more money.

HOW DOES IT WORK?

Work with a Compass agent to sell your current home and get up to six months of your bridge loan payments and other associated costs fronted — an exclusive offering for Compass clients, regardless of the lender you use.

Bridge Loan Advance

After months of research, Compass has selected lenders that are offering competitive rates and dedicated service for Compass clients. Already working with a lender you love? No problem. This unique solution lets you choose the provider that works best for you.

Ready to sell your home?

Let's talk *Condition, Staging* & *Pricing*

Prep Your Home for Sale

Let the work begin... it won't be easy but we promise it will be worth it! Overall condition is what will either drive buyers to your home or keep them from ever stepping foot in it.

So let's roll up our sleeves and get to it!

De-clutter & Remove Personal Items

Having family photos and your personal items in the home reminds buyers that it's your home. We want to give a buyer the impression they live there. Use this as an opportunity to start packing!

Paint

A home with on-trend, neutral colors will appeal to the largest number of potential buyers. We will help pinpoint what rooms need to be adjusted and help with choosing the right paint color.

Bath

Remove all items from the countertops, clear personal items from the shower or bath shelves and freshen the towel bars with crisp white towels. Don't forget to clean the grout!

Exterior

The front of your home makes the first impression. And remember — it's the first photo a potential buyer will see. Make sure the front entry is inviting and clean and keep the grass and landscaping manicured.

Disclose Everything

Disclosure is the law! Our team will help you understand Illinois disclosure laws. If there are any defects you know of in your home, we can advise you how to avoid concerns or delays in the selling process.

Kitchen

The kitchen is one of the rooms a buyer cares most about so it's in your best interest to keep it as clean and organized as you can. If your cabinets are worn or dated, consider painting them or adding new hardware before listing. If you don't use an item on your countertop everyday, store it elsewhere. Remember: Keep countertops clear, remove magnets from the refrigerator and organize the pantry.

Clean

You clean and care for your home on a regular basis, but going the extra mile while your home is on the market will make it stand out from others. Consider having your carpets cleaned. Ensure countertops stay clear, closets are organized and well kept, toys and personal items are put away, etc. Buyers coming through want to imagine their "new life" in the home and no one dreams of a dirty house!

Photography

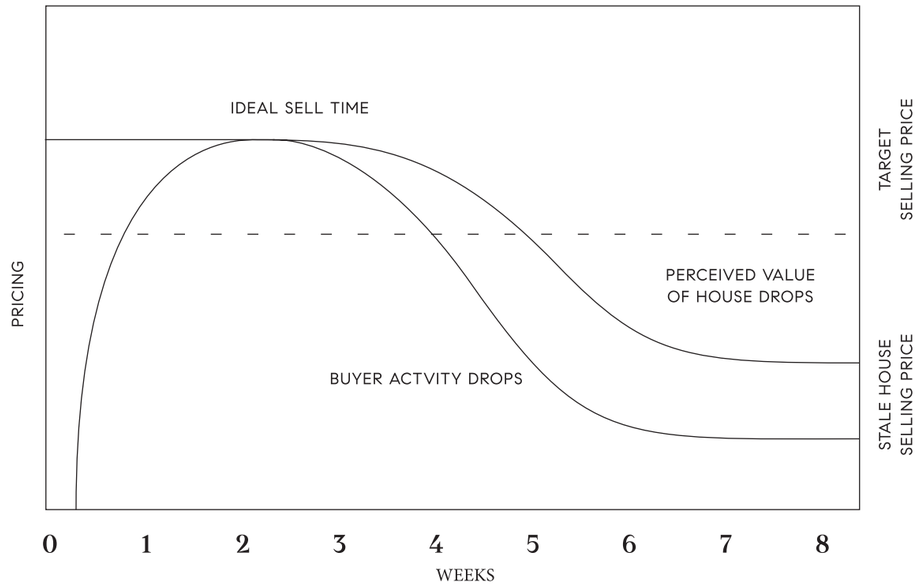
Creating a strong first impression is key to your home selling for the maximum price. Photos provide the first glimpse of a property. We work with professional photographers to capture your home's best features in stunning high-resolution images.

Professional Staging

Today, every home that is listed for sale should be staged to some degree. Your home must show like a model in order to stand out in today's competitive market. Staging can be as simple as rearranging a few pieces of furniture or as elaborate as hiring a professional to furnish an empty home, right down to the plants and artwork.

Pricing Your Property

Intelligent pricing is among the most crucial elements of a successful sale. By considering both timing and value, we are able to strategically assess your home and price it for maximum impact.



7 Days

The period of time during which your home receives peak attention once it's been listed

Your home's value determines your list price.

The asking (or 'list') price of your house is one of the most important decisions we'll make as we prepare to go to market. Unlike the stock market, buying and selling of homes is not a perfectly 'efficient' market. Factors like comparable current listings are important points to consider when choosing your price, but far from the only thing we will consider. Market trends, economic factors, and seasonality are considered to determine our price strategy.

Comparable Properties

When pricing a home, comparable homes give you the clearest lens on what is happening in your area, or neighborhood with pricing. When using comparable home sales, it's important to consider both sold homes, and homes that are currently available. Homes that have sold in the past 90 days are the most relevant, and are used by lenders and appraisers. It's important to consider active properties as well. The 'competition' in the market will give us a clearer picture of how buyers are making decisions.

Comparative Market Analysis

You'll hear the comparative market analysis often referred to as a 'CMA.' We prepare a detailed report using MLS data, market trends, and a myriad of other resources to determine a value of your home, and recommend a market pricing strategy to ensure an easy and efficient sale.

Our Marketing Strategy

Working with our in-house marketing and advertising agency, we will target the right audience across the most effective channels through cohesive branding — all to elevate the style and story of your home.

COMING SOON
- Coming Soon sign
- Digital ads
- Email outreach
- Direct mail campaign

STAGING
- Appliance upgrades
- Furnishings
- Virtual staging

IMAGERY
- Daytime photography
- Twilight photography
- Aerial footage
- Lifestyle video

FLOORPLANS
- Traditional floorplan
- Virtual walkthrough

LISTING LAUNCH
- Compass.com
- MLS
- Syndication

SIGNAGE
- Custom signage
- Open house sign

EMAIL CAMPAIGN
- Property announcement
- Open house invitations
- Company email inclusions

PRINT CAMPAIGN
- Postcards
- Brochures
- Local print advertising
- Public relations

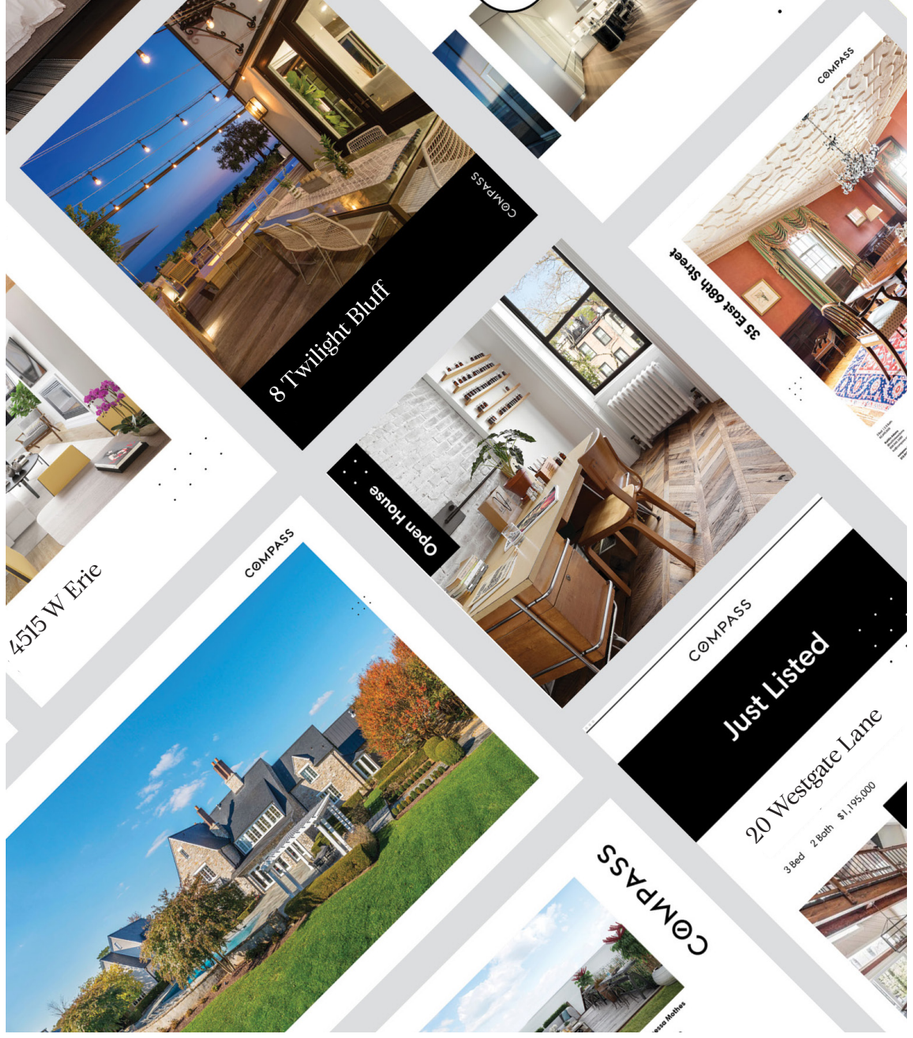
DIGITAL CAMPAIGN
- Paid social media promotion
- Feature on Compass channels advertising

EVENTS
- Brokers' Open
- Open House
- Special events

Drone Videos

At the Grid Group we believe that video marketing is the future of real estate, and it's a key component of our high end property sales strategy. Few other agents have the resources and expertise to advertise effectively in this medium. We have partnered with DroneHub, Chicago's best aerial videographer to produce captivating narratives for our listings. These professionally produced videos enable buyers to visualize their lifestyle at each home we sell.

DRONEHUB



Print Materials

Every single Compass 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.

Social Media

We engage brokers and buyers every day across 5 dynamic platforms. With this suite of promotional opportunities, your home will be spotlighted in a real-time, relatable, and quantifiable way.

262M+

Instagram impressions in 2019

313K+

Our following across all social media platforms

3.4M+

Views on Compass YouTube channel

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.

POSITION
- Evaluate comparable homes
- Analyze market trends
- Competitively price
- Discuss closing costs

PRE-MARKET
- Launch as Coming Soon
- Monitor traffic
- Evaluate pricing
- Gather qualitative feedback

PREPARE
- Marketing strategy
- Listing preparation
- Staging
- Floorplan
- Photography

LAUNCH
- MLS and syndication
- Networking
- Signage

MARKET
- Print & digital ads
- Print collateral
- Targeted mailers
- Email campaigns

SHOW
- Broker events
- Open houses
- Lead follow-up

UPDATE
- Client progress reports
- Listing statistics
- Price assessment

OFFER
- Negotiate
- Contract acceptance
- Lawyer
- Inspection period

CLOSE
- Successful close
- Celebrate

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COMPASS

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