



# THE FOGEL GROUP – COMPASS REAL ESTATE

Committed, attentive and always willing to go the extra mile, realtors **Eudice Fogel and Jayme Slate**, of The Fogel Group/Compass Real Estate, find joy in providing complete support to their clients throughout the buying and selling process, whether it's a large single-family home or a charming condo. "We work hard to ensure that our clients feel they have the information and all of our time and resources to support them in one of the biggest decisions in their lives," Fogel says. "We not only help them find or sell their home, but form long-lasting relationships." A former school teacher, Fogel worked in a real estate office during a summer off and never looked back. Daughter Jayme grew up in the business, and after a 10-year stint in the advertising and marketing industry, made the switch to real estate and joined her mother in 2013. Together, they bring a combined 40-plus years of experience to the buying, selling and negotiating table. While both point to location as a constant consideration, they know the other significant factors when it comes to buying, and what to accentuate when marketing and selling a home. These factors typically include school district, a home's footprint, the neighborhood and views. "You can renovate and make cosmetic changes, but you can't physically move a property to a different location or floor level, or add natural light," Slate says. **(E) 312.576.1200 (J) 312.320.7771 | compass.com**

*"Chicago has always been well known for its lakefront, but the land along the river has become the centerpiece of a ton of new development. The newest proposed development, Lincoln Yards, is a unique opportunity that will transform a huge area of Chicago's riverfront to unite Lincoln Park and Bucktown."*

## ON THE MARKET

← | Inspired by a tortoise shell, this sculptural pavilion integrates into the newly revitalized boardwalk at the Lincoln Park Zoo.

### *What is one thing that makes or breaks the sale of a home?*

How the home will fit into the buyer's image of their potential new home. Most buyers can't visualize a space beyond how it's being shown or used. Sometimes it's important to enhance the appearance and feel. You don't have to necessarily rent new furniture; but occasionally if you rearrange or remove some pieces to showcase the size or use of a room, that often helps. Painting a room a lighter or a more neutral color makes the space feel bigger and can help the buyer visualize their own furniture in the room. Buyers want to envision what their new home will feel like—that's a key factor in the process of selling a home.

### *What is one thing your clients would be shocked to know about you?*

How much time and effort we devote to our clients by being available to them nearly 24/7 throughout the buying and selling process. We're workaholics—it's just in our DNA!

## NOTABLE LISTING

This spectacularly renovated home in highly sought-after Dearborn Park II in the South Loop features designer-quality finishes that rival new construction ... with no detail spared. Three bedrooms are located on one level, with beautiful outdoor spaces, fantastic storage, and a 2-car attached garage included as well. There's truly nothing else to do, but move in. **Offered at \$2,000,000.**



## HOT-SPOT NEIGHBORHOODS

- |                 |                   |
|-----------------|-------------------|
| 1. West Loop    | 4. West Town      |
| 2. Wicker Park  | 5. Lincoln Square |
| 3. Logan Square | 6. Roscoe Village |



# The Fogel Group

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Top producers in Chicago's luxury market for over 38 years. Eudice and Jayme provide highly personalized service to take care of all your real estate needs. They offer unparalleled complete support throughout the buying and selling process.

