

THE BARAN GROUP

Our Results Will Move You

MARKETING PLAN



@properties®

CHRISTIE'S
INTERNATIONAL REAL ESTATE



Connect to The Baran Group

About The Baran Group

The Baran Group is a full-service, top-producing real estate team with Chicagoland's #1 real estate brokerage, @properties | Christie's International Real Estate. Client satisfaction and service are our top priority by leveraging @properties client-focused tools and carefully listening to clients' needs to deliver above and beyond expectations.

The Baran Group was formed by husband-and-wife Nick and Ruta Baran, who have called the Chicagoland suburbs their home for 34 years. Together, they have over 30 years of realtor experience and have been members of other top-producing Realtor teams. Our team also includes a group of Buyer's Agent that expands our team's range of experience and increase our availability to assist our sellers with home showings and hosting Open Houses, whenever you need us.

Our Results Will Move You! Throughout the selling process, we will demonstrate that our clients are our primary focus with a strong work ethic, timely communication, extensive market knowledge, proactive agent showing feedback, and effective negotiation techniques. We understand selling your home can be a trying and emotional process and we are with you every step of the way.

THE BARAN GROUP

Our Results Will Move You



By The Numbers

450+ Client Sales

\$160M+ Total Sales

30+ Years of Experience

our team

We aspire to surpass all exceptions. Our mission is as straightforward as our tagline: "Our Results Will Move You". Throughout the process, we will demonstrate to you that our communication, work-ethic, and determination to get you the very best is paramount. We want to take the stress out of moving, so that you can enjoy the process. Everyone at The Baran Group is extremely grateful to have you as a client.

THE BARAN GROUP



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CHRISTIE'S
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a local leader

In less than a decade, @properties became the #1 real estate brokerage firm in the Chicagoland area.

But for @properties | Christie's International Real Estate, leading has far less to do with numbers and far more to do with innovation.

Technology changes, markets change, exceptions change, so we never stop changing. Innovation permeates everything we do, from building the most sophisticated website, to introducing new services, to sourcing new marketing channels. Innovation is the heartbeat of our business.

Being a leader also comes with responsibility. It means moving the industry forward by sharing best practices, serving in positions of leadership with the local REALTORS association, and giving back to the community.

Each day, we break new ground by attracting the best and most professional brokers and the most astute clients in the great Chicagoland area.



Our Marketing Sets Us Apart

INTERNET COVERAGE

The internet has become the gateway and the first step in home buying. In today's world, most potential buyers are starting their home buying experience online. It is of utmost importance to have professional photography, highlighting all the best features of your home. We market your home on all the top traffic real estate sites, Zillow, Realtor.com, Redfin, Trulia, Homes.com, and the MLS.

SOCIAL MEDIA

Social media has a large impact on the real estate industry. By using real estate specific hashtags, our posts generate traffic to your home's online pages. More eyes on the home, brings more traffic into the home, which is our goal.

ONLINE ADS

Similar to social media, online ads reach the masses. We run online ads featuring your home on all the major search engines, along with high traffic sites, such as Google, Yahoo, MSN, and Youtube. Based on popular keywords such as "homes for sale", we have a targeted ad system to ensure the most exposure.

ADWERX CAMPAIGN

This sophisticated digital marketing platform retargets anyone who has once clicked on your homes ad. Your home's ad will continue to pop up for them to see. Through this platform, we can put your home in front of prospective homebuyers as they surf the web.

BROKER OUTREACH

Right when you get listed, we reach out to the top 100 agents in the Chicagoland area. We make them aware of your home, in case they have buyers that meet your homes criteria. Along with this outreach, we send a "Just Listed" email blast to the local brokerage community.

POSTCARD CAMPAIGN

As much as online marketing is taking over, there is an element of grassroots marketing that will never go away. We send targeted post card mailers to put your home in front of thousands of residents. We also target your neighborhood, in the event that they might have a family or friend looking there.

PROFESSIONAL PHOTOGRAPHS AND 3D TOUR

The most important step in home selling, is how the home appears online, since most home buyers are searching online. We not only offer stunning professional photography, we also offer a complimentary floor-plan and a virtual 3D tour. These services increase views on your home by 400%.

HOME STAGING

Sometimes you are unsure of how best to highlight your home, let us help you by bringing in our home stager. She will go through your home and use your furniture to help prepare your home for sale!

****These services are COMPLIMENTARY!**

CUSTOM SIGNAGE:

Every listing gets a brand new, easy to read, custom sign with a dedicated QR Code for instant access to your property's exclusive listing page and our direct phone number. This quality sign has two solid posts and is built to withstand Chicagoland's harshest weather conditions!



the plan

1. Review CMA / Agree on a Listing Price
2. Sign Listing Paperwork
3. Meet with a Home Stager
4. Complete Repairs & Improvements; if req'd
5. Schedule Professional Photography
6. List Home in MLS Private Listing Network
7. Market Your Home via @agent app
8. "Coming Soon" Social Media Campaign
9. Create Listing Domain
10. Install Lock Box
11. Install Yard Sign
12. Activate Home in the MLS
13. Enhance Listing on real estate websites
14. Schedule Broker Tour/Open House
15. Deliver Brochures
16. "Just Listed" Social Media Campaign
17. Send "Just Listed" Postcards
18. "Just Listed" e-Blast to Top 100 Local Agents
19. Adwerx Online ad Campaign
20. Showings to Commence
21. Follow-Up with Agent Feedback
22. Send Weekly @Home Report



the tools

- Professional photography
- Aerial photography
- High quality print brochures
- Online exposure to hundreds of websites
- @Agent App - Market internally to a powerful network of more than 4,000 brokers
- Adwerx - ad retargeting
- @Home report - Data snapshot of your home, comparable properties, and you local market
- Custom QR Code - A unique QR Code to direct interested buyers to your online listing.
- Yard Sign - new custom sign with a unique QR Code address for easy access to the online listing
- Social media advertising - Facebook, Instagram, LinkedIn, Youtube, Twitter, Google Business

The Baran Group with @properties | Christie's International Real Estate showcases your home before the largest pool of homebuyers with marketing programs built around EXPOSURE through:

- an internal network of brokers and their client databases
- an in-house marketing department with full print and digital capabilities
- an exhaustive catalog of online, mass media and grassroots marketing initiatives.

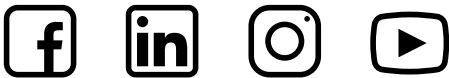
These are all tailored to address the specific challenges and opportunities of the marketplace. More exposure means more page views, more phone calls, more showing requests, and ultimately a faster more lucrative sale.

online exposure

The majority of buyers begin their home search online, which means a 360-degree digital marketing strategy is crucial to getting maximum exposure for your home.

The Baran Group with @properties markets your home across the internet with a newly-revamped website, customized property domains, web-optimized photography, 3D virtual tour and property floorplan, enhanced listings on the leading real estate search portals, targets email marketing, online classifieds, and syndication to hundreds of additional websites:

- Multiple Listing Services (MLS)
- atproperties.com
- Property-specific domain names
- LeadingRE.com
- Email marketing database of 800,000+ with new contacts added daily
- Adwerx
- Enhanced Listings that filter to the top of search results on popular home search portals including Zillow and Trulia
- Syndication of online listings



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adwerx

Ever visited a website and then noticed ads for that same website following you around the internet?

It's not a coincidence; it's a sophisticated digital marketing tactic known as retargeting, this is another way in which @properties increases online exposure for our listings.

Through our partnership with Adwerx, we leverage retargeting to put your property in front of prospective homebuyers as they surf the web.

Adwerx also uses geo-targeting to display your listing to people in certain locations, and targets users based on internet browsing behavior, such as those perusing real estate related websites.

The platform's vast network includes hundreds of top websites ranging from Forbes.com to ESPN.com to specifically cater to the clients we serve.



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Some of our recent sales

39W152 Longmeadow Ln St. Charles, IL	\$ 1,225,000	39W541 Bealer Cir Geneva, IL	\$ 550,000
3N780 Trotter Ln St. Charles, IL	\$ 1,100,000	37W452 Grey Barn Rd St. Charles, IL	\$ 550,000
39W165 Longmeadow Ln St. Charles, IL	\$ 1,030,000	5N612 W Lakeview Cir St. Charles, IL	\$ 533,000
36W410 Lancaster Rd St. Charles, IL	\$ 950,000	702 Waters Edge Dr South Elgin, IL	\$ 518,000
36W410 Lancaster Rd St. Charles, IL	\$ 865,000	40W935 Stonecrest Dr Elgin, IL	\$ 515,000
3N465 Curling Pond Ct Elburn, IL	\$ 860,000	301 S 4th St St. Charles, IL	\$ 512,500
2604 Royal Saint Georges Ct St. Charles, IL	\$ 799,900	304 Cedar Ave St. Charles, IL	\$ 510,000
475 River Ridge Dr St. Charles, IL	\$ 795,000	304 Cedar Ave St. Charles, IL	\$ 510,000
40W903 Campton Woods Dr Campton Hills, IL	\$ 795,000	1309 Winners Cup Cir St. Charles, IL	\$ 505,000
1735 Hampton Course St. Charles, IL	\$ 790,000	40W700 Old Lafox Rd St. Charles, IL	\$ 505,000
39W553 Sheldon Ln Geneva, IL	\$ 775,000	2703 Greenwood Ln St. Charles, IL	\$ 500,000
875 Reserve Dr St. Charles, IL	\$ 775,000	38W548 RED BAY Ct St. Charles, IL	\$ 499,000
3N820 John Greenleaf Whittier Pl St. Charles, IL	\$ 770,000	32 Bluestone Dr St. Charles, IL	\$ 495,000
320 S 6th St Geneva, IL	\$ 697,000	38W304 Yaupon Ct St. Charles, IL	\$ 495,000
5N985 IL Route 31 St. Charles, IL	\$ 675,000	2702 Royal Fox Dr St. Charles, IL	\$ 495,000
2161 Brookwood Dr South Elgin, IL	\$ 641,500	260 N Cambridge Dr Geneva, IL	\$ 490,000
5N128 Shady Oaks Ct St. Charles, IL	\$ 639,000	395 Persimmon Dr St. Charles, IL	\$ 489,000
3N903 Ralph Waldo Emerson Ln St. Charles, IL	\$ 635,000	3700 Bunker Hill Dr Algonquin, IL	\$ 489,000
39W720 Walt Whitman Rd St. Charles, IL	\$ 632,500	3005 Settlers Pkwy Elgin, IL	\$ 486,000
296 N Melanie Ct Palatine, IL	\$ 628,000	3005 Settlers Pkwy Elgin, IL	\$ 486,000
3960 Meadow View Dr St. Charles, IL	\$ 627,000	4N304 Mark Twain St St. Charles, IL	\$ 470,000
5N077 Forest Trail Ct St. Charles, IL	\$ 617,500	1S341 Cantigny Dr Winfield, IL	\$ 470,000
1001 Stonehedge Rd St. Charles, IL	\$ 615,000	32W931 Honey Hill Cir Wayne, IL	\$ 465,000
38 Bluestone Dr St. Charles, IL	\$ 610,000	36W897 Whispering Trail Ct St. Charles, IL	\$ 460,000
1985 Cool Creek Dr St. Charles, IL	\$ 608,000	38W599 McQuire Pl Geneva, IL	\$ 455,000
5N098 Maple Ct St. Charles, IL	\$ 590,000	39w781 Henry David Thoreau Pl St. Charles, IL	\$ 455,000
39W637 Walt Whitman Rd St. Charles, IL	\$ 590,000	3N765 Baert Ln St. Charles, IL	\$ 452,000
740 Fox Run Dr Geneva, IL	\$ 580,500	39W884 N Robert Frost Cir St. Charles, IL	\$ 443,000
5N652 Farrier Point Ln St. Charles, IL	\$ 580,000	25106 Thornberry Dr Plainfield, IL	\$ 425,000
7N640 Wagontire Rd St. Charles, IL	\$ 579,500	4N379 Fox Mill Blvd St. Charles, IL	\$ 419,000
3N869 Emily Dickinson Ln St. Charles, IL	\$ 578,000	2902 Royal Fox Dr St. Charles, IL	\$ 415,000
5252 Pratt Ave Skokie, IL	\$ 575,000	1305 Harvell Dr Batavia, IL	\$ 413,000
41W075 Oak Hills Ct Elburn, IL	\$ 575,000	ON517 Ford Dr Geneva, IL	\$ 408,250
1438 Dodson Ave Elburn, IL	\$ 565,000	4560 Grandfield Dr St. Charles, IL	\$ 406,000
6N200 Palomino Dr St. Charles, IL	\$ 555,000	124 E Elm St Wheaton, IL	\$ 405,000

what are our clients saying?

“

I've worked with several realtors during my professional career and relocated several times in KS, IA and now IL. Ruta is the best of the best! Her husband Nick was a huge asset too! Ruta was more patient, understanding and dedicated to finding my family the best house in the best location for us at a fair price than anyone I've worked with before. It took months and she never gave up. You know you have a great realtor when she still checks in months after the sale and makes all the local recommendations we needed for doctors, dentists and pizza! Ruta is the Queen of the Fox Valley if you are looking to buy or sale. If you can get Ruta on your side you are set for success!

“

Ruta did a fantastic job with all my questions about selling my house. She either answered in a timely manner, or let me know she was checking on the answers. Ruta even stepped up when a misunderstanding took place between myself and the buyers. She took care of everything so that I would not have to stress over things. Also a shout out for a job well done to Sharon, the transaction coordinator. Everyone there makes a great team! Thank you!

“

I have had several different opportunities to work with Ruta in buying and selling of homes! She is always very attentive to needs! Her wealth of knowledge in the industry helped us navigate through the extremely stressful event of buying/selling a home! She listens to you and partners with you for better home selling experience! She is personable so you never feel intimidated if you have questions. Always available to her clients- even on vacation!

“

Having bought/sold a dozen properties, I can say that Ruta Baran is by far the BEST realtor I have ever worked with! The property she recently sold for me was out of state for me, so I had to heavily rely on her expertise and knowledge of local market conditions. The recommendation on pricing and her ability to point me in right direction for painting and carpet replacement were spot on. Highly recommended!!

“

Ruta and Nick did an excellent job selling my home. Having relocated to another state, I was very stressed about selling my home quickly at the price I wanted. Ruta and Nick had a good strategy on how to get it staged and sold quickly. Ruta did frequent open houses and was very responsive to my questions. After we got an offer she was great in negotiations to bring the sale to a fast close at a price I felt comfortable with. Thank you Ruta for your excellent customer service and for making this sale less stressful for me.

“

Ruta has done a phenomenal job from listing to closing on several properties for me. When listing I knew what I wanted to list at - Ruta explained the market and better informed me at what would be a good starting point. Arranged staging my home with what I had. Told me what to box up (de clutter). Ruta's communication with agents before/after showings was top notch. Ruta managed every from contract to close - which can be overwhelming for some. I highly recommend her to all my friends and look forward to doing more business with her in the near future

what are our clients saying?

“

Ruta is a very impressive agent to work with. We were moving from another state & only had one week to find a home. She immediately grasped our situation & after sitting down with us to understand our requirements, she scheduled over 30 showings in 3 days! After going under contract with one of those homes, she arranged inspection & various tradesmen to come to new house within 3 days. This was such a relief given our short schedule. Ruta continued to be efficient & professional throughout the entire process & we were able to close in less than 30 days.

“

Ruta is an absolute joy to work with! She helped me and my husband find our perfect first home. She was wonderful at finding properties that fit the things that were really important to us. With her knowledge and positive attitude she is the perfect realtor to help you find the home you were meant to have.

“

Working with Ruta Baran is like playing darts...she's always on target! We have bought and sold with her assistance and during both transactions I encountered some like altering situations with my husband passing away within 6 months of buying a home and I immediately contacted Ruta because she takes a holistic approach to the profession and she never disappoints her clients. She stayed with us from beginning to end and explained everything and followed through on the entire process. Everything with her is flawless and we appreciate the extra care she takes with every transaction. Even though my daughter said she has now found us our forever home I know she is our realtor for life if we ever buy or sell again. We simply love her!

“

Ruta was a true professional from the beginning. She was an excellent communicator throughout the entire process of our sale. She has a strong knowledge of the Fox Valley area. I would highly recommend her to anyone looking to buy or sale a home.

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If your home is currently listed For Sale with a Listing Agent or if you have a Buyer's Agreement with a Buyer's Agent, this guide is not a solicitation for business.

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