

HOT PROPERTY®

RESIDENTIAL BROKERAGE

Hot Property

2754 N. Clybourn Ave., Chicago
www.hotpropertyonline.com

Cheri Davis

Broker/Owner: no
Years as managing broker: 20
Years in real estate: 26



Number of agents: 35
Anticipated 2005 sales volume: \$100,000,000
Anticipated number of 2005 transactions: 200

“Everything we create, we create from within. So find the most supportive environment, build the deepest connections and achieve the greatest rewards.”

- Cheri Davis



A spectacular Hot Property Listing: 2324 N. Wayne at \$2,999,999



Hot Property, Lincoln Park Office, 2754 N. Clybourn

In what realty area does your office specialize?

Headquartered in Chicago, Hot Property services the entire Chicagoland area. We attract a healthy balance of clients ranging from first-time buyers to the high-end market. However, Hot Property is perceived in the marketplace as the expert for high-end, million-dollar-plus sales.

Why is your office a great place to work?

Hot Property offers an intimate, boutique team-oriented culture with very sophisticated marketing that supports each agent in reaching their highest levels of performance. It's a great place to work because of the support of management, the team and the marketing investment the company provides to our agents.

What benefits do you offer your agents?

Hot Property has the latest in technology, from our phone system to our computers for all our agents. We provide a substantial investment towards each agent's personal marketing, from business cards to high-profile weekly advertising to billboards. Hot Property provides personalized attention and support including ongoing training and

strong personalized management support. Our agents also receive a healthy flow of leads. And, we have a free parking lot for agents and clients.

What else would you like readers to know about your office?

Hot Property continues to set trends in the real estate industry, as evidenced by the 2005 launch of a nationally syndicated real estate sitcom named Hot Properties; and the recognition of Warner Bros., who we are currently in negotiations with to license our brand. We're always at the forefront of marketing. Another example of this is our 2005 bus campaign. We recently launched an advertising bus campaign that prompted many other real estate companies to follow our lead in requesting this advertising medium. We're now launching our new marketing campaign called Buy & Fly. This is a program where buyers will receive two airline tickets from American Airlines to fly anywhere (rules and restrictions apply) when they buy with a Hot Property agent. One of the most common questions we get is "Does our marketing work?"

EVERYWHERE



DEB HUTCHINSON

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WWW.HOTPROPERTYONLINE.COM

Hot Property's Billboard Agent Exposure Program

Yes, our marketing works. We get calls daily, walk-ins and a huge amount of Web site hits as well as referrals from as far-reaching as London. To accommodate our growth, we are expanding to another location downtown at 213 N. Stetson, opening in spring 2006. We are at street level and have parking for our agents and clients.