

COMPASS



REDEFINED HOMES GROUP



• SELLERS

THE ULTIMATE ROADMAP TO SELLING YOUR HOME



# CONTENTS

ONE | THE TEAM

TWO | THE STEPS

THREE | THE MARKETING

FOUR | THE APPROACH

FIVE | THE STAGING

SIX | THE RH GROUP

SEVEN | THE COMMISSION

EIGHT | THE WORDS

NINE | THE NETWORK

TEN | THE FAQ'S

ELEVEN | KEY TERMS

# THE TEAM

We believe in a bespoke home buying experience, tailored to each client's needs.

**KELSEY SHAH**  
BROKER



Kelsey takes a hands-on approach to personalized service that is the backbone of everything she does.

With over a decade of experience in luxury service and hospitality, she brings a unique perspective to customizing the real estate experience.

Exceeding expectations is her standard. As her client, you get her dedication, energy, passion, and knowledge from beginning to end. Building long-term partnerships that extend beyond the scope of work is the hallmark of her approach to business.

Kelsey joined the RH Group with the goal of delivering exceptional experiences and results.

**IRIS KOHL**  
BROKER



Iris' focus has always been on expertly guiding her clients through the often emotional and challenging experience of buying or selling property. Driven by the desire to consistently achieve results and exceed expectations, Iris excels in representing her clients' best interests while smoothly navigating any necessary challenges that may arise during a real estate transaction. Her ability to expertly communicate has created a reputation that produces incredible advantages for her clients.

Iris' design instincts also give her clients a significant advantage in the home buying and selling market. Iris has the masterful ability to leverage her distinct skills to enhance the buyer/seller experience and generate the results her client needs, and even results they don't even know they want.

Iris founded RH Group on the guiding principles of empathy, and understanding, which gives her the unique ability to create a redefined home experience for each client that she has the honor to serve.

**LINDSAY METZGER**  
BROKER



Lindsay is focused on creating a distinctive client experience that is born from her creative and energetic personality.

She believes that buying and selling property should be an advantageous investment and an experience that is filled with fun, delight, and humor.

Working to deliver results in one of the world's most highly regulated and professional industries is just the icing on the cake for Lindsay. She is driven to succeed in service to her clients and thrives in an environment that allows her to leverage her strong skillset in excellent negotiation skills, cutting-edge marketing, and invaluable connections to ultimately get the results her clients dream of.

Lindsay's personal and business principles are earmarked by authenticity, commitment, and honesty in an effort to create lasting relationships and one-of-a-kind experiences for each of her clients.



# THE STEPS

Let's take a closer look at the steps to selling your home.





”

Iris and Lindsay were fantastic! They got us way more than we expected for our home and took care of every single detail.

-Jim & Anne

# THE MARKETING

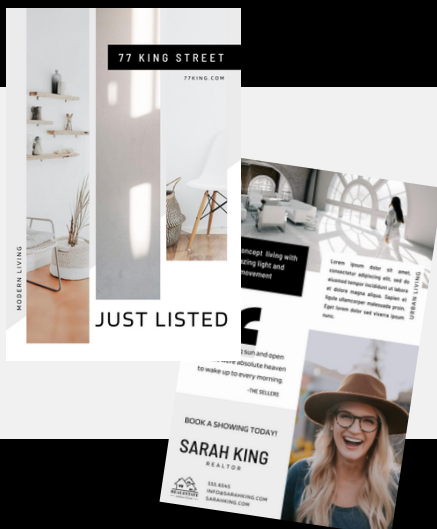


## PROFESSIONAL PHOTOS & 3D TOUR

95% of home searches start online. Your home needs to look great in order to appeal to a wide audience, and our top notch photographers are crucial for capturing your home at its best.

## VIRTUAL TOURS/OPEN HOUSES

Whether showing your home virtually or in person, your comfort level is our priority.



## NEIGHBORHOOD FLYERS

We make sure your neighbors are informed first, so they can spread the word to their families and friends.

# Our unique marketing system shows your home in the best possible light.

## SOCIAL MEDIA

Social media is a crucial step to getting your home sold.

Our social media presence is active and growing everyday, putting your home at the forefront.

JUST LISTED

77 KING STREET

OPEN HOUSE

SATURDAY 2-4 PM



## PROPERTY BROCHURES

Professionally designed brochures will impress potential buyers and provide a clear picture of your home and its features.

## STAGING DONE WELL

We'll assess your staging needs during our first meeting and execute to perfection, whether you need a little sprucing up or a full overhaul.





# THE APPROACH

This is how we sell your home from beginning to end.

## ASSESS

We will personally assess your home and make a list of everything we think needs to be addressed pre-listing, including any renovations big or small, landscaping and tidying so you can get the highest value for your home.



## PREPARE

After we've agreed on the pre-listing tasks, we'll get to work on prepping your home for sale. This usually includes staging, small repairs, and storing personal items to make your home as neutral as possible.



## SELL

Once your home is in tip-top shape, we're ready to hit the market! Our unique selling strategy includes open houses, social media marketing, virtual walkthroughs, and print marketing that reaches audiences far and wide.



Lindsay was the best! She was friendly, helpful, and flexible from the beginning! She did all of the heavy lifting so we didn't have to and really made this process so easy and stress free!

-Jennifer S



# THE STAGING



BEFORE



AFTER

from messy and cluttered to chic and modern



BEFORE



AFTER

A dark and dated kitchen turns into a clean and bright area



BEFORE



AFTER

A complete revamp took this unused room into a magazine worthy vision

*RH Group is dedicated to  
your success and we care  
about your sale.*

Real estate is timeless. Where you live becomes the center of your life; your “home base” and a place where memories are made. Homeownership gives you the opportunity to put down roots, become part of a community, and build wealth for your future. Even an investment property can have a profound effect on your life’s story. When chosen correctly, a well diversified real estate portfolio can be vital to your long-term financial freedom.

When you are ready to sell, we are here to keep the process fluid, successful, and as stress-free as possible.

We’ve built our reputation on savvy negotiation skills, cutting-edge technology, and extensive knowledge of the Chicago real estate market.

Not sure if you’re ready, but have questions about the process? Don’t be shy—reach out to us! Think of the RH Group as your personal real estate concierge. We will work tirelessly to answer all your questions.



# THE COMMISSION

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Let's talk money.  
Where it goes, and  
how it's divided.

We believe in full transparency when it comes to commission – after all, you should know where your money is going and why. When we sell your home, half of the commission is delivered to the buyer brokerage. The other half is delivered to the selling agent (that's us!) Our brokerage firm, COMPASS, holds a percentage and the rest is divided between marketing, advertising, administrative fees and finally, to the agents who helped you sell your home (that's us again!)



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# THE WORDS

What our clients are saying.

— ” —

Iris and her team were hands down the best realtors we've ever worked with, we will use them again and again and again...

—Alex & Bath

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— ” —

Working with Kelsey was the absolute best experience! She was super detail-oriented and attentive. She made the process as smooth as possible!

—Zarna

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— ” —

Kelsey was the best realtor I could have asked for! The process was so smooth from the beginning. I would recommend Kelsey to anyone looking to find their perfect home!

—Katlyn

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— ” —

Lindsay can sell and sell well, wow what a great agent, she made sure we were always comfortable every step of the way.

—Gerrard K

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My mom needed to sell her home during the pandemic, everything from safety procedures to wonderful virtual marketing ads were perfectly executed. We didn't have to do anything or worry about too many people entering our home, as my mother is elderly it was very important to us to be as safe as possible.

-Joette W



If you want things done well, with attention to detail, transparency, coordination and strong communication then I highly recommend working with Lindsay.

-Jenny B



I decided to put my home up for sale specifically because Iris was able to review the market with me and present a comprehensive plan to sell my home at maximum value. I was impressed with her knowledge of the market, organizational skills, and attention to detail as we started the process. She was exceptional at negotiating the terms of the offer. She was able to sell my unit before it hit the market at FULL asking price. I couldn't have asked for more from Iris!

-Donald B



We were so busy with kids, work and life! Lindsay and the team took care of everything and we didn't need to lift a finger. It was amazing and they sold our home in two days.

-Jeremy & Emily





# • THE NETWORK



## **RENOVATION SELLS**

### **PRE-SALE HOME RENOVATIONS**

Chicagoland's number #1 expert in planning, designing, & delivering beautiful home renovations before you list.

## **STAGE MOVE ORGANIZE DESIGN**

The PS Lehman, Inc. team consults with homeowners & offers a full array of staging services, from complete staging of an empty space to semi-staging of a furnished home.



## **COMPASS CONCIERGE**

Compass Concierge is a hassle-free way to make necessary updates and preparations for the sale of your home, at no out of pocket cost to you. Ask us about it!

A vertical photograph of the Chicago skyline, featuring several tall skyscrapers and a river in the foreground with a police boat.

# THE FAQs •

All of your questions answered!

## **HOW LONG DOES THE PROCESS USUALLY TAKE?**

There are many factors affecting home sales, but our homes generally sell in less than 4 weeks.

## **WHAT IS A BUYER VS SELLER MARKET?**

A seller's market happens when there's a shortage of inventory. A buyer's market occurs when there are more homes for sale than buyers to purchase.

## **WHAT CAN I EXPECT WITH OPEN HOUSES?**

We have strict systems in place where no one will be left alone in your home at any given time. It's best if the sellers are not present during an open house so potential buyers can feel more comfortable looking around.

# KEY TERMS

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## **APPRAISAL**

Assessment of the property's market value, for the purpose of obtaining a mortgage and performed by a licensed appraiser.

## **ASSESSED VALUE**

The value placed upon property for property tax purposes by the Tax Collector.

## **CLOSING COSTS**

Expenses incidental to a sale of real estate, such as loan fees, appraisal fees, title insurance, and escrow fees.

## **CLOSING STATEMENT**

The statement that lists the financial settlement between Buyer and Seller, and the costs each must pay.

## **CONTINGENCY**

Certain conditions that have to be met in order to finalize the sale.

## **CONVENTIONAL MORTGAGE**

A mortgage or Deed of Trust not obtained under a government-insured program such as FHA or VA.

## **CREDIT**

Money given to a buyer from a seller through escrow at closing.

## **ESCROW**

A neutral third party that handles the transfer of any money during the sale of a home from initial deposit to final funding and closing.

## **EARNEST MONEY DEPOSIT**

Buyers in Illinois usually deposit 3% of the purchase price to show that the buyer is serious about purchasing the home. It is usually refundable in the event a contingency in the sales contract cannot be met.

## **FIXED-RATE MORTGAGE**

A loan on which the interest rate and monthly payment do not change.

## **HOME WARRANTY**

A policy that covers certain repairs (e.g. plumbing/heating) of a newly purchased home for a period of time, typically one-year.

## **TITLE INSURANCE**

Insurance to protect the buyer and lender against losses arising from disputes over the ownership of a property.



READY TO GET STARTED?

FOLLOW ALONG



@rhgroupchicago