

846 Ashland Case Study



We received a phone call from a home seller who said she had a 4.9 million dollar home she had been trying to sell and she state “you have come highly recommended from my current agent”. Within a few days I had met with this homeowner. Wow, I had never seen anything like it before that day. When I walked into the home I had thought I was either in a hunting lodge or a taxidermy museum. This homeowner had a collection of 73 taxidermied animals, which included a full polar bear and a full lion [and no it wasn’t Cecil the lion].

The homeowner had been listed with a traditional agent for 331 days, only had one showing, and had lowered their price a quarter of a million dollars over that time. They ended up hiring us because they loved our systematic approach to marketing and more importantly positioning properties more effectively.

The homeowner ended up doing everything we suggested which included getting rid of all 73 animal heads and animals. She also redid the hardwood floors and painted, addressed deferred maintenance, and hired our professional stager. Upon completion of the items listed above, the home was ready for professional photography and took both daytime and dusk/evening shots of their property.

We also filmed a lifestyle film at the home that included footage from a helicopter that I contracted out to fly over the house along with the attractions from downtown Chicago that was only a few miles away. We feature the unique and best characteristics of the homes we market. In this case, we predominantly featured the resort-like living of this house, and the unique train the house had that looked like it was something out of an amusement park from the 1980s.

The amount of press that we had created around this property had kept it in the forefront both locally and globally for both buyers and brokers. We are proud to say that due to our systems we recorded the 2nd highest sale in this community since 2009!