

When Something Feels Right, You Stick With It!

Steve Cohen, ABR, CDPE, CRS, GRI - Broker • Office (847) 222-8686 • Email steve@stickwithsteve.com • Website www.stickwithsteve.com

The Stick with Steve Team's Mission Statement...

When Something Feels Right, You Stick With It! Our team's mission is to make sure that it does feel right for you. We are committed to creating "Clients for Life" and building long lasting relationships. We will counsel our clients in order for them to achieve their goals and dreams. We will treat everyone with the highest level of dedicated service and professionalism, with honesty, integrity and respect. We will always be on the cutting-edge of changes in our industry for the benefit of you, our client. When you think Real Estate, think "Stick with Steve".

Dear Valued Client:

I am pleased to have this opportunity to offer you my real estate expertise and services. Over the years I have found, especially in this challenging market, that I really have two main functions to perform for a successful real estate experience.

My first function is to give you, our client, the best expertise available so that you have the correct knowledge to make the right decisions during this process. Selling your home is only a part of the equation.

You will need the advice on how to prepare your home properly and how to show your home in the best circumstances to prospective purchasers. Also, probably the most important tool in a successful sale would be having the right information and data to price your home correctly. The goal is to have your home sell with the highest price, lowest amount of market time with the least amount of stress on your daily lives.

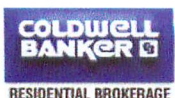
Negotiating your sales contract for optimum price, terms and conditions are also extremely important. Having been through all types of markets, and all kinds of situations, my twenty plus years of experience will help me guide you through to a successful outcome that is in your best interest. Next we need to make sure that the deal stays together and everyone is on the same page from contract to closing. We are very thorough and we make sure that nothing falls through the cracks.

My second function is to make sure that if there is a prospective purchaser that may be looking for your home, that they can find it easily. That is where our extensive marketing program using the latest ideas and newest technology come into play. We are proactive in our techniques to find you the right buyer for your home. Through our internet marketing, our rapid response lead generation, and our vast networking, we will find that buyer whether they are coming from across the street or across the world. As you will find, I will be very thorough and will answer any questions you may have, as well as educate you to become an informed seller in the process of selling your home. I will give you the extra effort that will ultimately make the difference between your home being "For Sale" and being "Sold"

Coldwell Banker is the number one real estate service firm in the Country, an illustrious honor I try to live up to every day with each of my buyers and sellers! Please let me know if you have any additional questions. I look forward to working with you.

Warmest Regards,
The Stick With Steve Team
Steve Cohen, ABR, CDPE, CRS, GRI - BROKER
Coldwell Banker Residential Brokerage
792 E. Rand Road, Arlington Heights, IL 60004
Direct (847) 222-8686
Steve@StickWithSteve.com
www.StickWithSteve.com

Become a fan of "The Stick With Steve Team" on Facebook



MEET THE TEAM!

Steve Cohen, ABR, CDPE, CRS, GRI - Broker - Over 22 Years Experience

One word sums it up, experience. Steve is a long-time resident of the Northwest suburbs. He is a licensed broker with the Accredited Buyer Representative (ABR), Certified Distressed Property Expert (CDPE), Certified Residential Specialist (CRS) and Graduate Realtor Institute (GRI) designations and also has a bachelor's degree in architecture which gives him unique insight to bear on every transaction.



Steve is a leader in his field and Coldwell Banker's top agent for the Northwest region. Steve capitalizes on his professional experience, top negotiating skills, knowledge of your area and continuing education to bring the people he works with the very best results. When you are ready to buy or sell, you will want to work with an educated, committed professional, someone who believes in excellence and who takes it to the next level.

Through innovative marketing and extensive use of advertising, Steve's average career marketing time of 30 days from listing to sale is a true barometer of Steve's expertise. In fact, he averages one home sale every 3 days. Steve has over 1,300 happy families he has helped and over \$350 million dollars in sales. These facts all add up to make Steve Cohen the only real estate agent you will ever need to successfully buy or sell your home. Stick with a proven leader.

Christina Cohen, Broker, Listing Manager (Bilingual)

Christina joins us as an experienced Realtor for over 12 years in the Northwest suburbs. Her main focus is on marketing your home for maximum exposure. She will handle every aspect of your listing through contract including brochures, advertising, photos, showings, broker tours and feedback from potential purchasers and agents. Her extensive computer knowledge allows her to run our website presence and our internet lead generation system. Christina has exceptional people skills and is extremely service-minded. Christina is married to Steve, and they live in the Northwest Suburbs with their six kids. In her free time, she enjoys long-distance running and also traveling.



Kandace Conn, Transaction Manager:

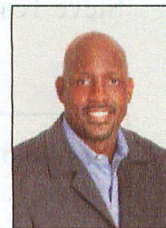
Prior to joining The Stick with Steve Team, Kandace worked at a real estate virtual assistance company, where she refined her excellent multi-tasking skills and also comes to us fully armed with two years of in office real estate experience. She handles every aspect of the transaction from contract to close. With her extensive real estate background, Kandace will make sure that your transactions are handled effectively and will also ensure that our clients needs are met and that their property closes smoothly. She will provide you with the highest level of quality service. In her free time, Kandace enjoys attending country concerts, attending White Sox games, reading novels and most importantly, loves spending time with her son.



MEET THE TEAM!

Desmond Clark, Realtor/ Partner

Desmond joins our team new to real estate with the ultimate goal of creating a positive real estate experience for all of his clients. Originally a native of Lakeland, Florida, he **graduated** from Wake Forest University and finished his undergraduate studies with a bachelor's degree in Communications. He went on to be drafted by the Denver Broncos in 1999. Joining the Chicago Bears in 2003, he is revered as one of the best Tight Ends in Bears' history.



Desmond takes pride in his strong negotiation skills. Whether it's finding a first home or relocating somewhere new, Desmond's commitment to success will guarantee your experience will be a pleasurable one. His persistence, drive, and customer follow up shines through in every aspect of his business. He bases his success on total client satisfaction and will go above and beyond all expectations, putting your needs above all and believes **Excellence is Standard**.

Maria McDaniels, Realtor/ Partner

Maria brings 7 years of real estate success to the Stick With Steve team. She strives to bring an honest and caring approach to her real estate practices. Maria is a strategic thinker with a creative ability to see new opportunities. As a young and innovative real estate practitioner, she is constantly looking to adapt and improve, no matter what the current market conditions may be.



All of her professional and personal experience have taught her that her clients come first and that being an excellent listener is of utmost importance, along with being able to respond quickly when their needs require it, while also being honest and forthright. The words no and can't do not exist in her vocabulary. She says "I believe at my core that anything is a possibility. If you look at every situation as an opportunity to learn or grow, then there isn't really any risk."


**Our truck is always available for FREE to
our past clients.**

**Call Christina @ 847/ 222-8681
to reserve.**



Don't List Your Home With Anyone Until You Read This!

The specific agent you choose-not just the company-makes all the difference in whether your house sells or not, and affects the net proceeds from the sale. Take a minute to read the following comparison between The Stick with Steve Team and other agents and you will see all of the extra benefits you receive from the Stick with Steve Team.

What Most Agents Offer	What the Stick with Steve Team Offers
<p>Availability Once you have listed they contact you occasionally - if at all. You can call and leave a message and sometimes receive a return call.</p>	<p>Availability The Stick with Steve Team works exclusively for Steve and is available for you seven days a week. They are familiar with your property and transaction and can answer any questions you may have or you may contact Steve directly if needed. Benefit to you: Availability! You can always reach Steve or one of his team members.</p>
<p>Feedback After Agent Showings No calls or follow-up after buyers look at the house.</p>	<p>Feedback After Showings Steve provides sellers with a Listing Manager who monitors each showing. They request feedback about your home from the showing agent and call you every week summarizing the remarks. In addition, you receive market updates, all marketing efforts regarding your home and copies of the advertising. Benefit to you: You are kept up-to-date on the marketing of your home. You are not left in the dark but rather are a priority to Steve.</p>
<p>Staff One agent tries to do everything to manage the sale of your home or enlist the help of a very limited staff. Many times agents use shared office staff and then claim the staff is a part of their team even though they work for every agent in the office</p>	<p>A Team of Licensed Professionals Steve has chosen a select group of professionals, each a licensed agent, with a special area of expertise that works exclusively for you and Steve. They watch out for your interests and negotiate on your behalf. Your interest becomes their goal in order to sell your home quickly, for the most money and with the least amount of hassle. Benefit to you: All licensed estate professionals working for you for the price of one!</p>
<p>Negotiating Many agents just need to make a sale so they can get paid. They are not skilled in how to negotiate in YOUR best interest. The average agent sells two homes a year.</p> <p></p>	<p>Negotiation Skills Steve sells 60 to 90 homes each year - his past clients come back year after year! Closing a transaction that is not in your best interest, is not in Steve's best interest. Steve has been negotiating real estate contracts for over 23 years. His experience and expertise will structure a contract in your best interest, unlike some agents who may learn through the sale of your home. There isn't anything in a real estate contract Steve has not seen or negotiated. He has the ability to solve problems and put together a contract for you that will hold up through to closing. Benefit to you: You receive the highest price in the shortest time and a contract signed by all parties that will make it to settlement. Wouldn't you rather be represented by someone who negotiates contracts EVERY WEEK instead of only a few times throughout the year?</p>

PROPERTY INFORMATION SHEET

- What year was your home built? _____
- How old is the current roof? _____ Number of layers? _____
- How old is the central air? _____ Hot water heater? _____
- How old is the furnace? _____
- Have your windows been replaced? _____ Age? _____
- Do you have a humidifier? _____
- Do you have an electronic air filter? _____
- Number of ceiling fan(s) _____
- How many bedrooms? _____ # full bathrooms? _____ # half baths? _____
- What rooms in your house do you know for certain have hardwood floors? _____

- What type of flooring is in your Kitchen? _____ Master Bath? _____
- Hall Bath? _____ 1/2 Bath? _____
- Do you have an attic? Yes _____ No _____
- How do you access it? _____
- Do you have a basement? Yes _____ No _____
- If yes, is it full _____ partial _____ crawl _____ finished _____
- If you have a finished basement what has been done? _____

- Do you have a Fenced Yard? _____ Deck? _____
- Storage Building? _____ Patio? _____
- What type of exterior do you have? _____
- Amps of your electrical service? _____ circuit breakers? _____ fuse? _____
- How many fireplaces do you have? _____ Location(s) _____
- Wood burning _____ gas start _____ or gas logs _____
- Do you have cable TV connection? _____
- Do you have an internet connection? _____
- Do you have a security system? _____ Lawn sprinkler system? _____
- Are you on water or well? _____
- Do you have public sewer or septic? _____
- What is your knowledge of water in the basement or crawl space since you purchased the home? No knowledge _____
- Here's what I know: _____

- Were there any major defects detected at the time of your home inspection (this home) that you have not attended to? _____

- What appliances and other personal property are you leaving in the sale? _____

- Are you excluding anything? _____
- What window treatments are you leaving? _____

- What is the name of your subdivision? _____
- What is the model name of your home? _____
- What is your grade school? _____
- What is your middle school? _____
- What is your high school? _____
- Do you have a homeowner's association? Yes _____ No _____
- What is the amount of your association fee? _____
- When is paid? Monthly _____ Quarterly _____ Annually _____
- What is your average monthly utility costs? Electric _____ Gas _____ Water _____

GETTING TO
KNOW YOU

In order to serve you better, and keep in touch about our special services and client appreciation party, please complete the following and return to Steve upon his visit.

NAME: _____ SPOUSE'S NAME: _____

ADDRESS: _____

PHONE NUMBERS: HOME: _____ WORK: _____

CELL: _____

SPOUSE'S WORK: _____ SPOUSE'S CELL: _____

E-MAIL: _____

SPOUSE'S E-MAIL: _____

YOUR BIRTHDAY: _____ SPOUSE'S BIRTHDAY: _____

WEDDING ANNIVERSARY: _____

Stick with
Steve
Team

CHILD'S NAME		YEAR
CHILD'S BIRTHDAY	MONTH/DAY/	

CHARITY

[illegible]

Stick With Steve Brain Teaser

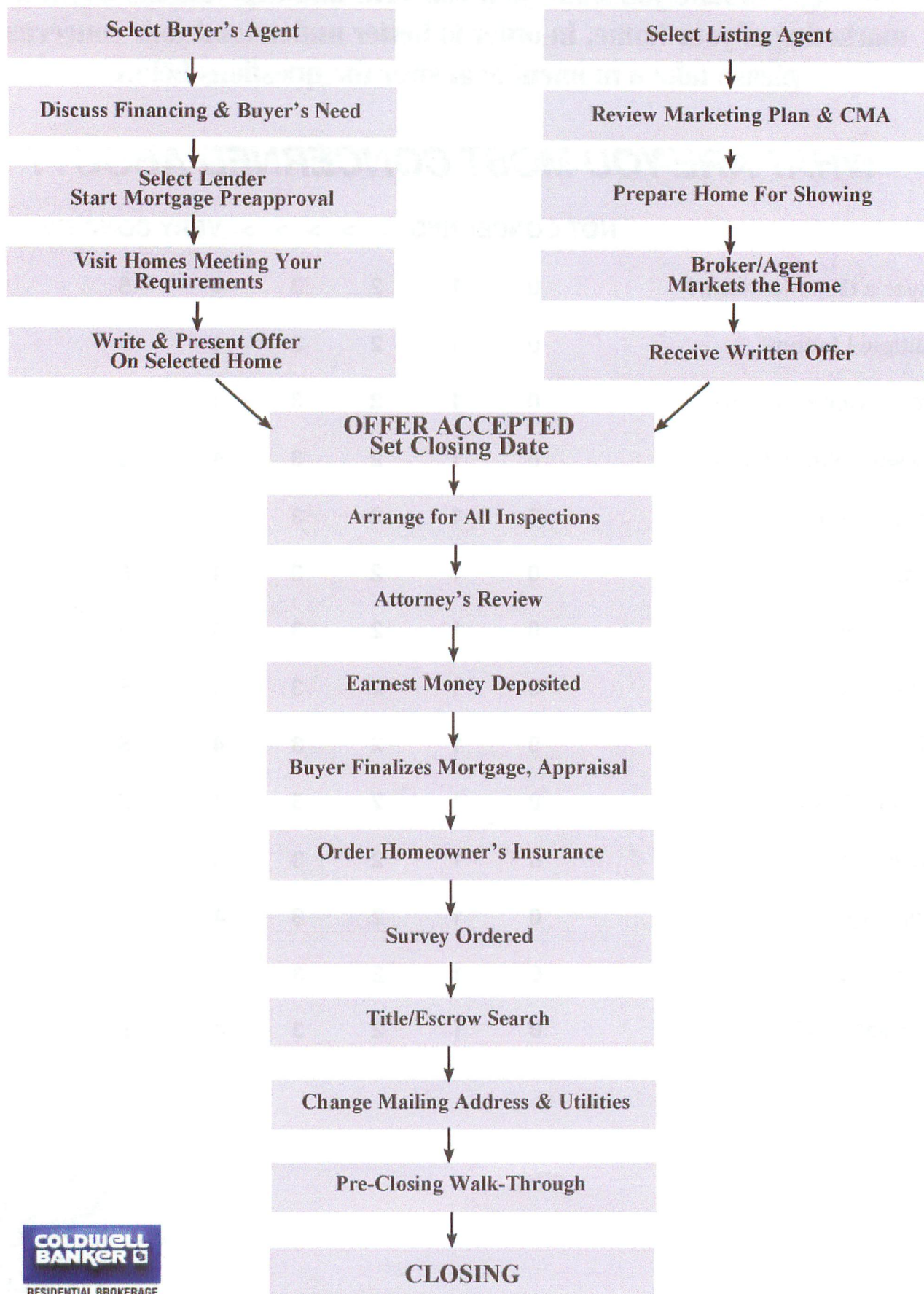
I am eager to have you share your concerns and expectations about the marketing of your home. In order to better understand your concerns, please take a moment to answer the questions below:

WHAT ARE YOU MOST CONCERNED ABOUT?

NOT CONCERNED > > > > > VERY CONCERNED

Buyer's Qualifications?	0	1	2	3	4	5
Multiple Listing?	0	1	2	3	4	5
Broker Commission?	0	1	2	3	4	5
Showing Procedures?	0	1	2	3	4	5
Advertising?	0	1	2	3	4	5
Open Houses?	0	1	2	3	4	5
Inconveniences?	0	1	2	3	4	5
Possession?	0	1	2	3	4	5
Pricing?	0	1	2	3	4	5
Closing Costs?	0	1	2	3	4	5
Security?	0	1	2	3	4	5
Salability?	0	1	2	3	4	5
Financing?	0	1	2	3	4	5
Negotiations?	0	1	2	3	4	5

The Buying/Selling Process (Flow Chart)



What Most Agents Offer**Continued Education**

Many agents only attend the required classes. They usually do not network or attend seminars.

Aggressive Sales Attitude and Advertising

Most agents hope other agents will sell the home for them. They don't aggressively sell it themselves. They don't have enough buyers themselves and don't have the time to show.

Technology

The agent places your listing in the Multiple Listing Service computer and keeps their fingers crossed that someone brings them a buyer.

What the Stick with Steve Team Offers**Continued Education**

Steve attends nearly ten times the required amount of educational classes and seminars. Through Steve's extensive networking activities he knows and shares ideas with TOP REALTORS nationwide and locally on a regular basis. This means that Buyers who are relocating are sent to Steve continually. One might be your buyer!

Benefit to you: Not only does Steve keep abreast of the latest real estate trends and marketing ideas but relocation buyers from across the nation are exposed to your home.

Aggressive Sales Attitude and Advertising

Steve takes your home directly to the buyer through his dedication to proactive sales. Steve's proactive program includes direct mail, extensive website exposure including ColdwellBanker.com, ColdwellBankerOnline.com, Realtor.com, Zillow.com, Yahoo.com, Trulia.com, Homegain.com, StickwithSteve.com, and many more sites. It is our goal to show our listings first. We premarket your property to create a frenzy when the listing hits the market which often produces multiple offers. We do this by networking and placing calls through the real estate community to see if they have buyers looking for your type of home. In addition, your home is marketed with brochures, postcards, and emails to top agents and more! A professional looking brochure with photographs of your home will be available for agents and buyers that view your home. Your home is marketed around the clock, through websites and virtual tours.

Benefit to you: Your listing receives aggressive sales attention and exposure from an entire staff of professionals with one goal in mind - the sale of your home.

Technology

Steve advertises himself and his innovative real estate system on the Internet including stealth web sites, so that your home can be selected from an international market as well as locally through the Multiple Listing Service. Use of digital cameras, and state of the art computers networked for each team member.

Benefit to you: Your home gains maximum exposure to local, regional, national, and international buyers.

Stick with
Steve
Team

WHAT WE WILL NEED FROM YOU...

When I come to your home

- ▶ Copy of Most Recent Survey
- ▶ Copy of Fall Tax Bill (2nd Installment)
- ▶ Your Title Insurance Policy from Your Purchase or Last Refinance
- ▶ Any Notice of New or Special Assessments
- ▶ Completed center section of brochure pages 5,6 and 7

When Listed

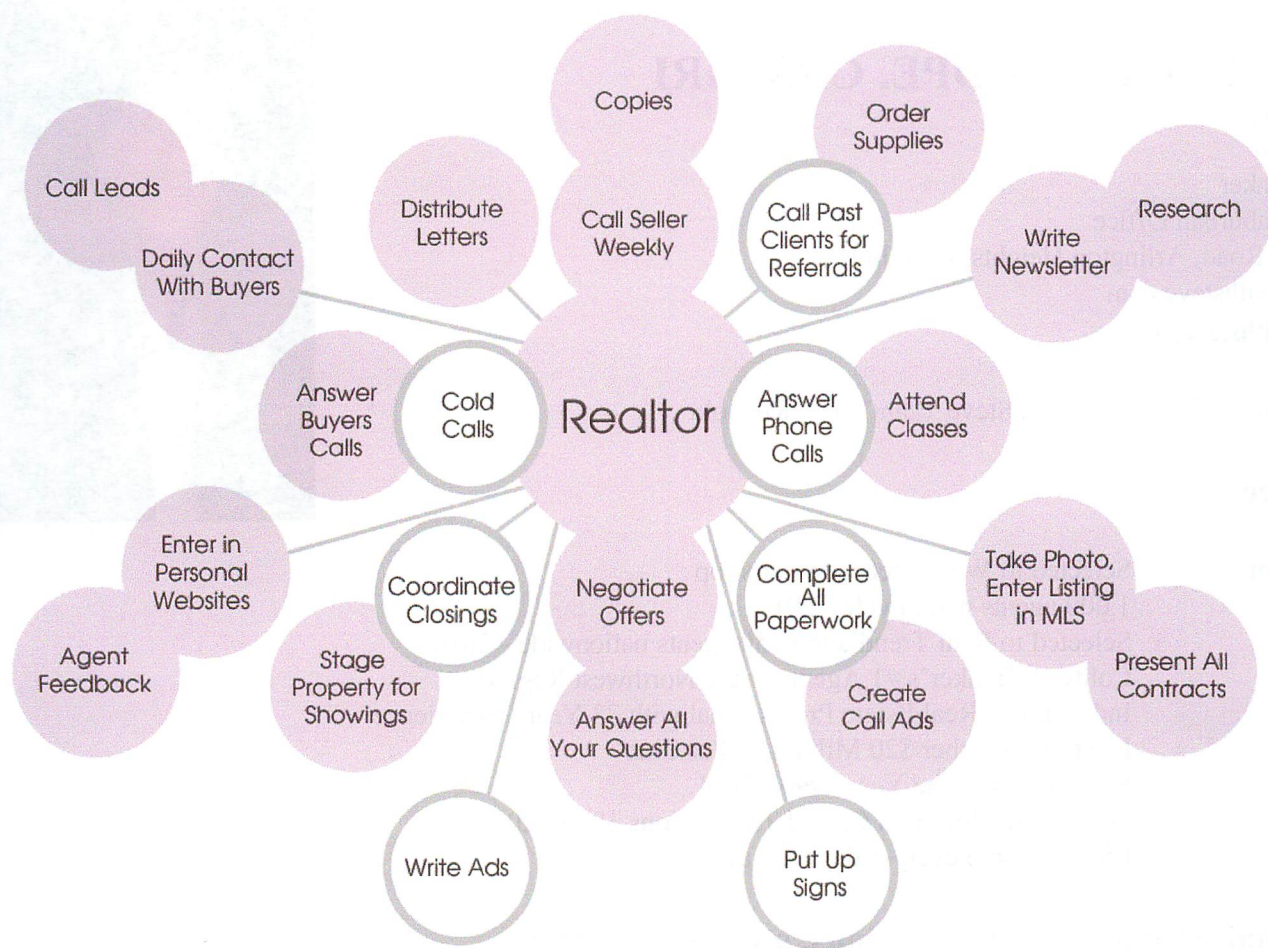
- ▶ Extra Set of House Keys, Your Personal Showing Instructions, Other Phone Numbers to Reach You.
- ▶ Signed & Filled Out:
Sellers Disclosure and Lead Paint Disclosure.
- ▶ Condo Declarations, Rules & Regulations & Assessments (town homes & condos)

10 Reasons To Sell With The Stick With Steve Team

- 1 A team Approach - we are licensed realtors, working together for you!
With over 50 years of experience.
- 2 We help an average of 75 families buy or sell a home each year.
- 3 We average one sale every 3 days.
- 4 We've helped 1,300 families and have had over \$350 million dollars in real estate sales.
- 5 We sell your home faster! Our average market time is less than 30 days vs. market average of 90 days.
- 6 Easy exit from the listing agreement if you are not completely satisfied with our services
(which never happens because our clients are always satisfied!).
- 7 Professional home staging by our interior decorator partner.
- 8 The Stick with Steve Team moving truck - we make your move as hassle free as possible, providing clients
the use of our truck at no charge.
- 9 Free professional home cleaning for up to 3 hours.
- 10 **RESULTS! RESULTS! RESULTS!**

Experience Isn't Costly....It's Priceless!

Could a Realtor Take Care of All of This...and Still Have Time For You...



... A Highly Skilled Real Estate Team Can!

► ► ► Look What The Stick with Steve Team Can Do For You...



Sharing the details amongst the team, allows each member to focus on you, our client!

Experience That Counts

Steve Cohen ABR, CDPE, CRS, GRI

Broker, Realtor®

847-222-8686

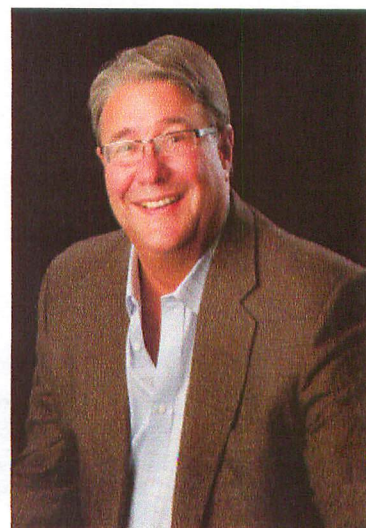
Coldwell Banker

Northwest Suburban Office

792 E. Rand Road, Arlington Heights, IL 60004

steve@stickwithsteve.com

www.stickwithsteve.com



Become a fan of "The Stick With Steve Team" on Facebook

Experience

1990 - Present

Selected to Wall Street Journal's top

1,000 agents nationwide - 2010

Selected to Real Trend's top 250 agents nationwide - 2010

Coldwell Banker's #1 Agent for the Northwest Region

Independent Real Estate Professional with 23 Years Experience

Lifetime Member \$20 Million Dollar Club

Salesperson of the Year 1990 - 2011

Over \$350 Million in Closed Transactions 1990 - 2011

I Sell a Home every 3 days (on average)

Professional Affiliations, Designations, and Memberships

Broker Associate

Accredited Buyer Representative - ABR

Certified Distressed Property Expert - CDPE

Graduate of the Real Estate Institute - GRI

Certified Residential Specialist - CRS

Member of the Northwest Board of Realtors

Member of the National Association of Realtors

Member of MLSNI Multiple Listing Service

Cartus Network Marketing Specialist for Relocation

Cartus Network Referral Specialist for Relocation

Member of the Board of Director's for Northwest Community Hospital

Education

1973 - 1977

Bachelor Degree in Architecture, University of Illinois

1969 - 1973

Graduated from Elk Grove High School

Personal Information

Resident of Northwest Suburbs for 50 Years

Enjoys Golf, Traveling and Sports

Girls Fastpitch Softball Coach



CERTIFIED DISTRESSED
PROPERTY EXPERT®

Solving the foreclosure crisis
one homeowner at a time.™

