

REO Sales Services

Selling Solutions from Chicago's Leading REO Professionals



find *exactly* what you're looking for





Convert real estate owned property into cash, fast.

Home Watch Chicago's REO Sales Division takes a different approach to selling bank-owned properties. We apply the same personal attention and marketing strategies to REOs that we use with traditional home sales. Your REO is treated as a conventional transaction that warrants our full home sales services and proven online promotional tactics. Home Watch Chicago helps you liquefy unprofitable real estate assets for the greatest return in the shortest amount of time. Home Watch Chicago prides itself on efficiency, confidentiality, utmost professionalism, real estate expertise and negotiation, all with a personal touch.

WHY USE HOME WATCH CHICAGO AT DREAM TOWN?

Our consultants possess over 20 years of Real Estate experience in the Chicagoland area. Our consultants' track records include several Top Producers recognized by the Chicago Association of Realtors.

Personal attention for each REO

Home Watch Chicago handles the marketing and sale of your REO as we would any other listing. Your account and REO property will receive the individual attention and service excellence required to get results, fast.

- Home Watch Chicago manages the sale of your underperforming asset through every phase, from determining occupancy to closing the transaction.
- We follow a strict "Always Available" policy. Both buyers and clients can reach our consultants via cell phone, email & Smart Phone. We answer every call and return messages promptly.
- Dream Town's team of 150+ consultants are alerted that your REO property is available.
- Professional marketing materials are generated to promote your asset.

• Innovative e-marketing technology

DreamTown.com is largely recognized as the leading website for Chicago real estate. We set the bar for innovative marketing technologies and understand how to use the web to reach huge numbers of online investors.

With 93% of buyers searching for listings on the Internet, it pays to list with the best in the business.

- DreamTown.com is the only site to put your property on the homepage. Maximize exposure with prime placement as a rotating featured listing on our top-ranked website.
- Your asset is always listed first when our 500,000 registered users search for properties online.
- Get a personalized webpage as a priority listing on Dream Town's Featured Properties – one of our most visited pages, second only to the homepage.
- We feature your listing on a network of 20+ major websites through exclusive partnerships with ChicagoTribune.com, Realtor.com, Trulia.com and more.
- Our automated database marketing system targets segmented buyers from Dream Town's pool of half a million users. Email notifications of your property go directly to qualified potential investors.
- Proprietary applications and one-of-a-kind features make DreamTown.com the most advanced online resource for real estate tools and services.



HOME WATCH CHICAGO'S PROCESS FOR SUCCESSFUL REO SALES

Pre-marketing activities

- Your asset is assigned to a Home Watch REO consultant familiar with the area
- If the property is a condominium, we will obtain all relevant Home Owners Association information.
- In the case of all other properties, your consultant will ensure local requirements are met with respect to vacant building notification.
- Your consultant determines occupancy within your guidelines:
 - Vacant properties will be re-keyed within 8 hours
 - For occupied properties:
 - Negotiation of relocation assistance agreements
 - Monitor occupancy status. Includes attending Sheriff eviction process and securing the asset with lock changes or board up, if necessary

Asset management

- Supply Broker's Price Opinion (BPO) to establish market value and advise on list price. Full interior BPO is completed within your guidelines.
- Provide interior and exterior photos of the property.
- Facilitate interior cleaning and winterizing of property.
- Produce checklist of damages upon evaluation of the property.
- Obtain written repair bids for your review and approval.
- Hire and supervise licensed, bonded and insured contractors to perform any work.
- Organize lawn care, snow removal, elimination of outside debris and other measures to maintain best possible curb appeal.
- Provide monthly status reports, including number of showings and any significant market changes to be considered by the asset manager.
- Present all offers in a timely fashion. In the case of an unrepresented buyer, we will ensure the Ministerial Acts Form is signed to disclose our appointment as the seller's agent.
- Cash for Keys program



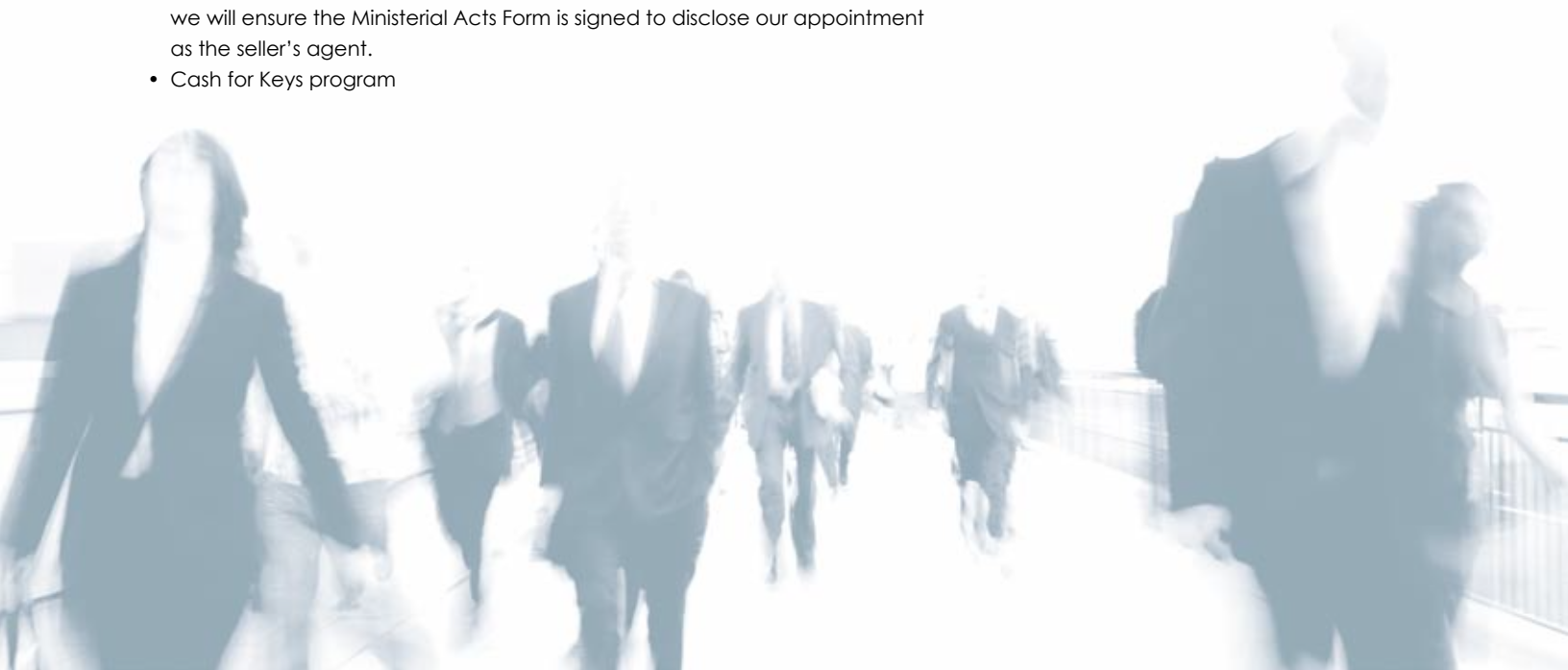
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"Dream Town sells our foreclosure properties fast, sometimes in as little as 8 days. Our agent knows how to accurately price for the market and upholds excellent lines of communication throughout the process, answering all calls, returning messages promptly, and attending showings. The result is always a quick sale and another REO off our books."

- Mike Moyer, Bank of America

"The best professional team in the city"

- Luke Wojtasik, Diamond Bank

"Because of my experience with Home Watch Chicago in the first set of transaction. I reached out to them to help me with the sale. I have worked with many real estate agents over the years, and there is none better than HWC."

-Nancy Beyer Cannon, VP-Large Manufacturing Company



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Zip Codes Serviced by Home Watch Chicago At Dream Town

60601, 60602, 60603, 60604, 60605, 60606, 60607, 60608, 60609, 60610, 60611, 60612, 60613, 60614, 60615, 60616, 60617, 60618, 60619, 60620, 60621, 60622, 60623, 60624, 60625, 60626, 60627, 60628, 60629, 60630, 60631, 60632, 60633, 60634, 60635, 60636, 60637, 60638, 60639, 60640, 60641, 60642, 60643, 60644, 60645, 60646, 60647, 60648, 60649, 60650, 60651, 60652, 60653, 60654, 60655, 60656, 60657, 60658, 60659, 60660, 60661, 60662, 60663, 60664, 60665, 60666, 60667, 60668, 60669, 60670, 60671, 60672, 60673, 60674, 60675, 60676, 60677, 60678, 60679, 60680, 60681, 60682, 60683, 60684, 60685, 60686, 60687, 60688, 60689, 60690, 60691, 60692, 60693, 60694, 60697, 60699, 60701.



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