

Coldwell Banker Real Estate Brokerage

High employment and low interest rates have fueled a long and steady rise in the Chicagoland housing market since the late 1990s, creating so much confidence in the market that home sellers were choosing the “For Sale By Owner” path with the perception they could hold on to the real estate agent's share of the profit. But records prove that homes sold with the guidance of a realtor sell more quickly and at a price more than twice that of their commission, creating a win-win scenario for homeowners.

The agency used the Chicago area print and broadcast media to share Coldwell Banker's advice on market trends to show there is no replacement for an expert who provides the full set of services in a real estate transaction.