

A background image of a city street scene, likely Chicago, featuring a prominent marquee sign for the Chicago Theatre. The marquee displays the word 'CHICAGO' vertically in large, illuminated letters. Below it, a smaller sign reads 'THE WIZARD OF OZ MAY 8-20 16 SHOWS'. The street is lined with tall buildings, and there are streetlights and posters visible. The overall scene is brightly lit, suggesting daytime.

@properties®

DIGITAL MARKETING SPECIALIST POSITION

@PROPERTIES JOB SUMMARY

I started with @properties as a video coordinator - overseeing their listing video program. Within three months, I automated 75% of my original job description by creating automated journeys via integrations of Zapier, Slack, Google Docs, Youtube, and Facebook. Shortly after, I hired and trained an intern to do the other 25%. This allowed me to take on different tasks such as:

- Recommended strategies and built out video ad campaigns for brokers to run via social media. These increased showings and sell rates.
- Managed 10+ Freelance Videographers, Photographers, and Copy Writers.
- Helped the programming team create new digital marketing tools for our brokers.
- Taught brokers weekly classes on best practices on using social media organically and paid across all platforms.
- Assisted communications director through blog writing and keyword research to increase @'s SEO results.
- A/B Testing and content creation for email campaigns sent out to over 2 million people.
- Joining the @ corporate branding team for video curation and working directly with our CMO and Founders on videos streamed hundreds of thousands of times.

I will be forever grateful for @properties, especially Natasha Patla, @'s CMO, for trusting me to wear so many hats within the marketing department. This set me up for success in my next adventure.

MARKETING COLLATERAL

@spotlight

@assist: Have More Time

What is @assist?
@assist is a team within @properties offering unlicensed, remote assistance work. This team of professionals is your go-to resource for help with listing, buyer and rental services – from handling paperwork to scheduling listing photos and all the other time-consuming admin work that can keep you from tackling important revenue-generating tasks.

What's the benefit?
There are plenty! @assist is ideal if you are not ready for a full-time or part-time assistant, but could still use help on a project basis. Check out @assist if you want to:

- Ease your workload
- Enhance your work-life balance
- Grow your business

How much does it cost?

- Listing packages: \$385
- Buyer packages: \$225
- Rental packages: \$100
- Hourly services: \$35/hour
- Assistant training: \$90 for Basic and \$275 for Detailed

To view the full menu of services, go to Intranet > Resources > @assist and email assist@btproperties.com with any questions.

Order your first @assist package in February and be entered to win a Love blanket and a \$250 marketing credit!

@properties

Internal and External Flyers

**GROW YOUR BUSINESS THIS SEASON
GENERATE REFERRALS**

@properties
client appreciation program
JULY 2019

BACK BY POPULAR DEMAND!

STAR BLANKET
COST \$38
SIZE 67"x51"
COLOR BLACK/WHITE

Want to deliver this gift personally to your clients?
Select 'Direct to office' in the CAP tool to have the gift sent to you.

What will it cost?
Cost: \$38. Marketing will invoice you based on your purchase. No labor charged, no labor required. Best of all, it doesn't cost you your time.

How does it work?
Marketing will coordinate the purchasing and mailing of the gifts. For each mailing, the gift will arrive perfectly packaged and presented with a personalized letter from you!

You can opt in for this CAP gift or choose the automatic enrollment.
Login to the intranet to upload your client list. Simply click **My Clients > Gifts & Promos > CAP** to get started.

**DEADLINE
ENROLL BY THURSDAY, JUNE 20TH
BY 11:59PM**

**CLIENT MAILBOX ARRIVAL DATE:
THE WEEK OF JUNE 24TH**

Dear [Client],

Whether you prefer to spend your summer relaxing indoors, lounging on the beach or picnicking at the park, I thought you would enjoy this ever-functional throw that is handmade from the finest Turkish cotton. It's lightweight, durable and soft, making it the perfect fit for your space and all of your summertime needs.

This throw is made by Via Sevan, which was founded by two women on a mission to help artisan workers throughout the world. The company revolves around the belief that the home is a sanctuary, ensuring their products are comfortable, stylish, and above all else, healthy for the home.

Enjoy the blanket, and please don't hesitate to reach out if I can be of assistance with any real estate needs.

Sincerely,
[Agent]

@properties

Client Appreciation Program

a guide to CHICAGO
@properties

Neighborhood Guides

FOCUS DEVELOPMENT
BY PROUD TO
Kelmscott
— GRACE & ARTS —
BY THE
Arts & Crafts

Homes

Homes Finishes & Features

LIVING AREAS AND ROOMS

- 8' ceiling height on first and second floors
- 4" wide wood-look tile flooring in living, dining, kitchen, and master bedroom areas
- 8" thick polished concrete perimeter floors on first floor, 7" on second floor
- Custom millwork "T" trim throughout and "C" casing throughout
- LED recessed lighting in living areas
- Show carpeting with 8" padding in bedrooms

KITCHENS

- Custom built-in vanity featuring square inset single-basin stainless steel undermount sink
- 42" tall base cabinets, custom millwork
- Aisle stainless steel dishwasher
- Soft stainless steel hardware drawer
- Stone countertop
- Kitchen single-basin undermount sink
- Kitchen single-basin stainless steel undermount sink
- Undercabinet LED lighting

BATHROOMS

- Custom built-in vanity featuring square inset single-basin stainless steel undermount sink
- Custom built-in vanity to match kitchen vanity
- Stone countertop
- Kitchen hardware, shower heads, and faucets
- Kitchen elongated comfort height toilet
- Hammered glass shower doors
- Kitchen free-standing washing tub in master bathroom

BASEMENTS

- 8' ceiling height on first and second floors
- Stone floor and walls with exposed brick in one section
- Backyard with landscaping and LED lighting
- Custom stone or painted wood front door with double-hung windows and exterior shutters
- Aluminum shutters with simulated wood grain and stainless steel hardware

EXTERIOR CONSTRUCTION

- Full basement with 8' 0" ceiling height
- Energy star windows
- Insulated overhead garage doors (1) per plan
- Exterior shutters with simulated wood grain
- Stone/brick
- Custom stone or painted wood front door with double-hung windows and exterior shutters
- Aluminum shutters with simulated wood grain and stainless steel hardware

MECHANICALS

- 95% energy efficient gas forced air furnace
- LED energy efficient lighting on roofline
- Front loading side-by-side whirlpool washing machines and gas dryers
- Appliances
- Perimeter fire alarm in utility and laundry rooms

OUTDOOR FEATURES AND AMENITIES

- Backyard with landscaping and LED lighting
- Custom stone or painted wood front door with double-hung windows and exterior shutters
- Aluminum shutters with simulated wood grain and stainless steel hardware
- Full basement with 8' 0" ceiling height
- Energy star windows
- Insulated overhead garage doors (1) per plan
- Exterior shutters with simulated wood grain
- Stone/brick
- Custom stone or painted wood front door with double-hung windows and exterior shutters
- Aluminum shutters with simulated wood grain and stainless steel hardware

Development and Listing Brochures

LUXURY MAILER PROGRAM
BE THE ENVY OF THE NEIGHBORHOOD

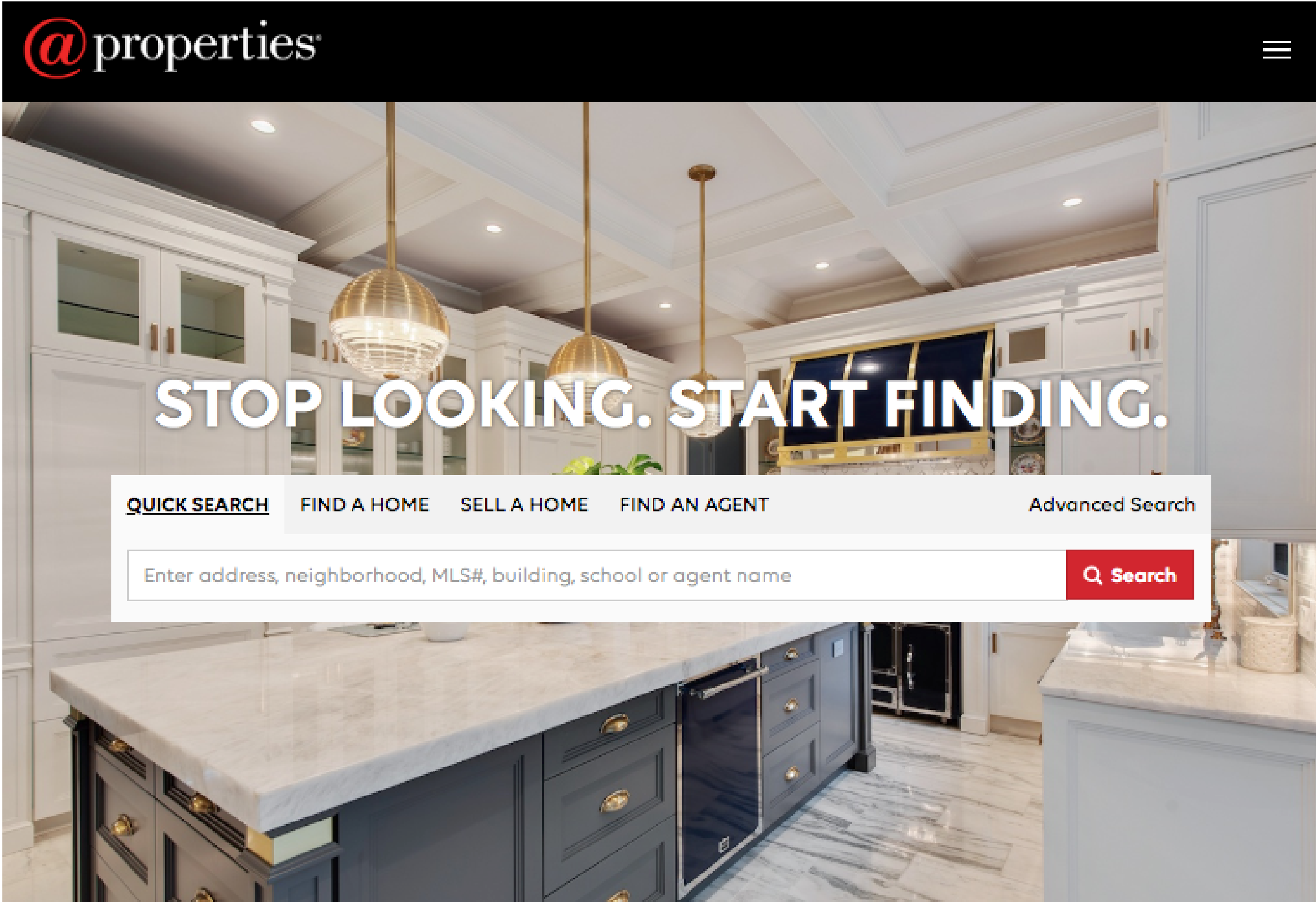
HELLO [Name],

I am excited to share one of my listings in your neighborhood. Please see the attached on-line and hard copy brochure to see more on the home that may be important to you. If you are looking to purchase in this area, please call me to schedule a showing. I will be happy to assist you with any questions.

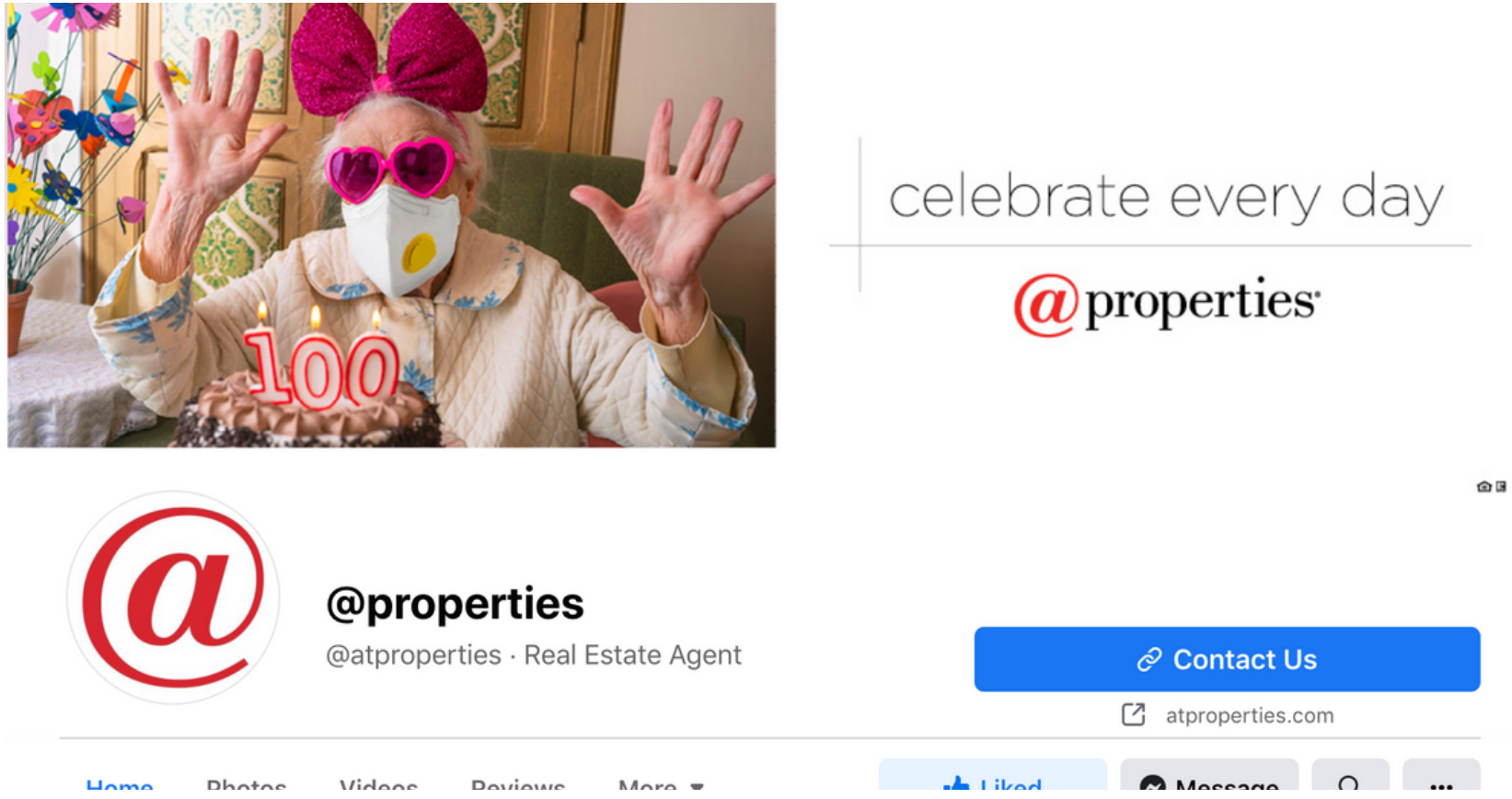
Brooklyn Anne Price
@properties

Direct Mail

WEB DESIGN & MANAGEMENT



SOCIAL MEDIA MARKETING



MANAGEMENT



CONTENT CREATION



SOCIAL MEDIA CLASSES



PAID CAMPAIGNS

EMAIL MARKETING



Thaddeus Wong
(312) 254-0200

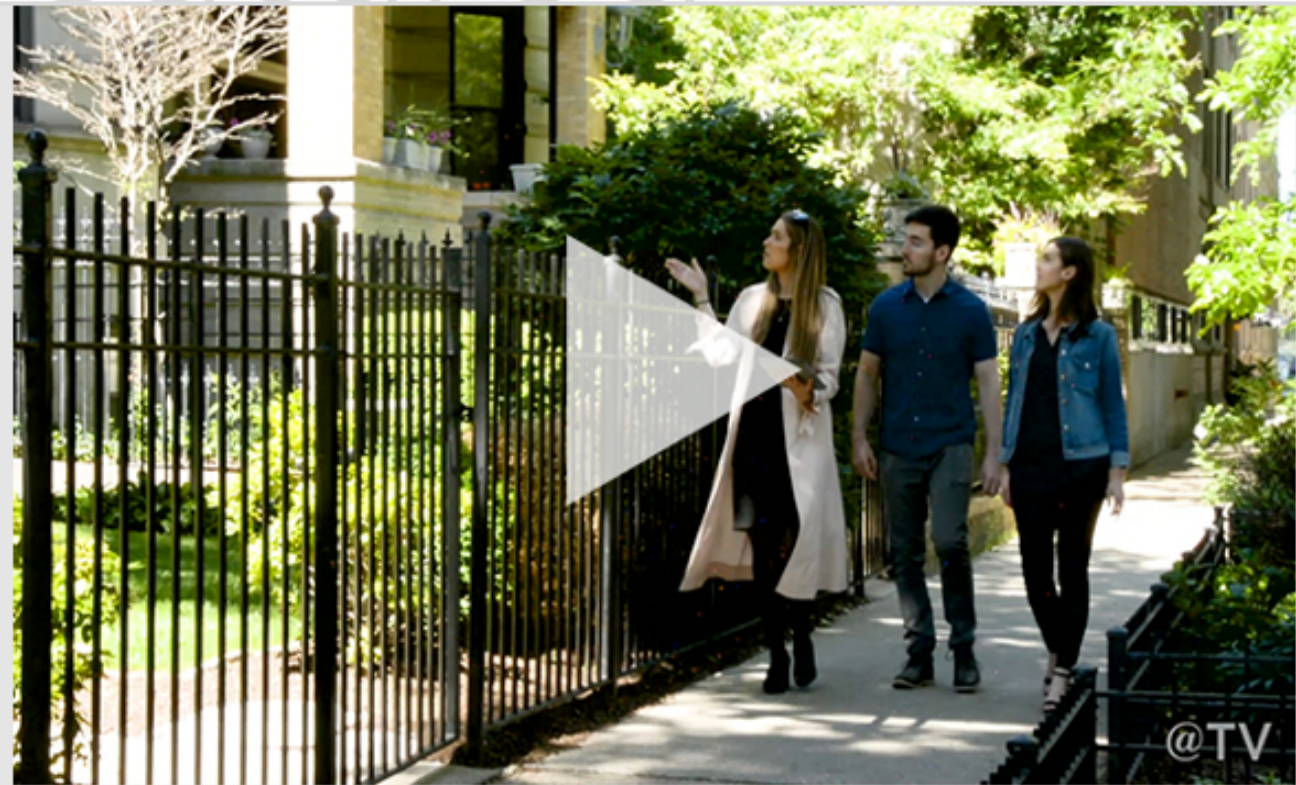


EMAIL ME

BIO & LISTINGS

featured

JUNE 2019



The Reality of Reality TV

From house hunting to renovating, remodeling and flipping, there's an HGTV show – or three – for every type of real estate interest these days.

The cable network has hooked viewers with jaw-dropping house transformations and seemingly effortless home searches. So, it's no wonder why people have heightened expectations when it comes to what they want in a home and how to make it happen. But the reality is that many of these shows, as entertaining as they are, aren't always all that realistic. **Here are a few common misconceptions:**

- **Buying a home is a quick process:** Very few buyers find their dream home in a matter of days. And while it might seem like your road to homeownership is done once you sign the contract, there are several loose ends to tie up before closing the sale. Your broker will guide you through the entire process to protect your best interests and help ensure everything goes smoothly.
- **Fixing up a home is simple:** Fixer-uppers provide an opportunity for homeowners to get into a home, make it their own and build equity. Just keep in mind there's more to the renovation process than you see on TV, such as obtaining permits, and the timeline isn't as fast as it seems.
- **It's easy to make money flipping:** Knocking down walls and making big money isn't as simple as it looks on TV. Not every house makes a good flip, and to make a profit, you have to be plugged into the market and have an understanding of pricing and home trends on a hyper-local level. It's all about finding the right house, in the right location, at the right time, for the right price.

Whether you're a first-time buyer or a seasoned homeowner, it's important to have expert guidance. If you're thinking about making a move or looking to renovate, I'm here to help and have a trusted network of attorneys, lenders and contractors to make the process more seamless.

MONTHLY EXTERNAL NEWSLETTER

Goes out to over 1 million people around the midwest

MARCH 2019
THE INSIDER
@properties



After another adventure, our intrepid heroes Mike and Thad jump into their automobile to run some errands. But little do they know that danger lurks ahead... Click the video above to see how it all unfolds in "The Road to Danger."

2.0
loop on dozens of local
new neighborhood
amenities and more,
mpse into the lifestyle
i in the area. Pick up a
ask!



Lights, Camera, Action!
Did you know 73% of homeowners say they are more likely to list with an agent who provides video? According to NAR it's true, and that's why our in-house production team films, edits and distributes professional videos that make your listings look amazing. **Click here** for details, and **order here** through your property folder's marketing checklist.



Introducing EVEQ West Loop
The West Loop is hot – and it's only getting hotter. @properties is excited to represent **EVEQ West Loop**, a new five-story condominium development at the corner of Bishop and Madison. With prices starting in the low \$700s, the building offers three- and four-bedroom plans with luxury finishes and large terraces.

tivity or class? We've
out our March
see what we have lined



LUXURY MAILER PROGRAM

BE THE ENVY OF THE NEIGHBORHOOD



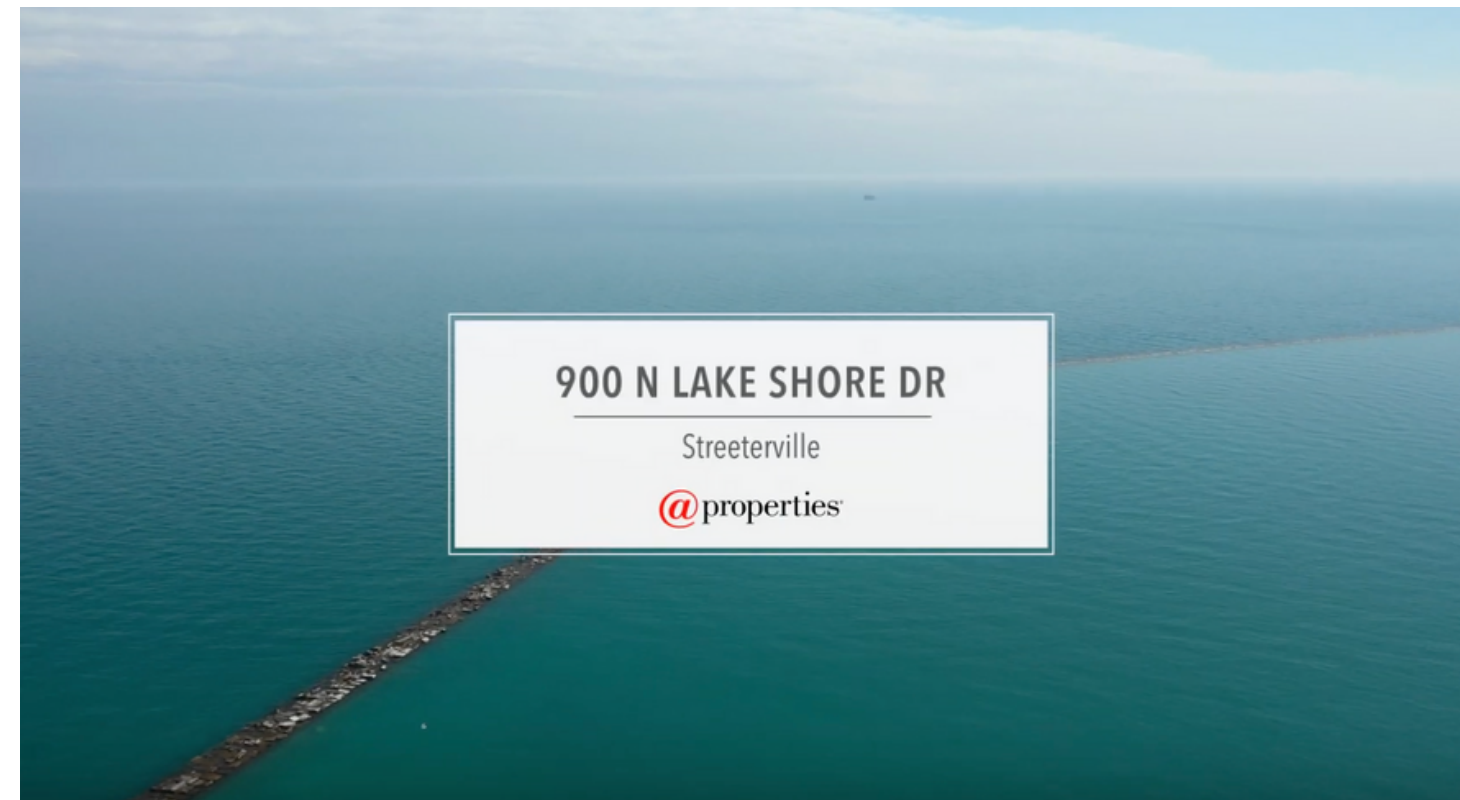
Luxury Mailer Program
Spread the word about your luxury listing with our brand-new luxury mailer program. For \$375 per listing, we'll mail a hardcover luxury brochure along with a personalized note to 25 neighbors with a home value of \$1 million+.



MONTHLY INTERNAL NEWSLETTER

Internal news and insights sent monthly to 3,000+ Staff & Brokers

VIDEO MARKETING



SHOWCASING BEAUTIFUL LISTINGS

I oversaw the listing video program - coordinating dozens of videographers and editors, as well as publishing them organically and as paid ads



SPRING MARKET AGENT HYPE VIDEO

Created the concept, casted, directed and produced a video to get agents hyped for the 2019 spring market - this was released the Friday before Superbowl Sunday



MARKET ANALYSIS AND INSIGHTS

I produced, directed, and scripted this entire web-series as well as built the website to host the videos and sent them out to thousands of viewers



EVENT VIDEO - SENTIMENTAL

Created this video for an event where agents win a Rolex if they have more than \$10 Million in sales that year