

Homepage

The Core Difference

Entrepreneurial innovation meets market expertise.

Gain access to unmatched reach, an outstanding level of exposure, and top-of-the-line creative execution by partnering with this exceptional Global Digital Advertising Agency and Luxury Real Estate Brokerage. Fine-tuned to meet the needs of tomorrow's marketplace, we have a 25-year record of proven results in real estate and brand innovation. Whether you're a buyer, seller, or developer, we can help you break the mold with our revolutionary media and content creation process, all done by our in-house, full-service film studio.

Core Values

Passion

An ever-burning passion underlies all of our endeavors. We strive to improve ourselves and each other at every opportunity.

Creativity

Creativity is the backbone of all we do. We stand out from the crowd with effective, unique solutions and leave an impression with each story we share.

Empathy

We are here to support you with understanding and empathy through every step of the real estate process. We've been there before and know how important it is to work with real people, not just agents.

Innovation

We're at the leading edge of innovation and are meeting the needs of tomorrow's marketplace today. As pioneers of real estate digital marketing and advancements such as YouTube home showings, we're prepared to dive into whatever comes next head first.

Far-Reaching Capabilities

In the face of rapid expansion of the real estate marketplace, Core Capital Group dares to challenge the status quo with cutting-edge tech and a brand-enabled model. We change the

way people view real estate with revolutionary marketing strategies and elevate the industry's thinking beyond its former limits.

Magnify Your Success

With over one billion in gross sales across all categories, our rapid growth can be attributed to extraordinary performance and technology. Our goal is to provide unmatched service, phenomenal results, and to continue being forerunners of innovation well ahead of the curve.

Portfolio Investments

We strive to provide an exponential return on investment for all of your real estate. With our experience with all the ways you can invest in real estate, your portfolio is in good hands with us.

Residential

Experience a radically new real estate model.

Working with a Core Capital Group Broker means you get a unique blend of market expertise and entrepreneurial innovation to help you through the process. Your needs and goals form the foundation of our plan, and we integrate relevant data and endless creativity to enhance your property in the eyes of potential buyers. We're here to provide support and information every step of the way.

For Buyers

With our ever-changing markets, we have easy access to the most up-to-date information and ideas. We offer education on market trends, microdata, and reports for your region of interest and inform you of new properties and neighborhoods as soon as they're available. We help you make an informed decision about the best property for your needs.

For Sellers

Maximize your property's exposure with our full suite of advertising and marketing tools. From industry trades to search engine optimization, social media to direct mail, and even more, we cover all forms of media, online and off, to help your property be seen,

For Renters

We're here for anything you might need when renting a home. First, we offer advice on picking your search characteristics to find the perfect home, then help you negotiate for the best possible value when it's time to close.

For Relocation

Combine our exclusive database with our multiple listings systems to find the most available properties wherever you're moving to. Then, once you've decided on a property, take advantage of our extensive referral network for every service you might need for an easy relocation process.

The Core Concierge

Our "White Glove" concierge approach goes above and beyond to cater to your needs. Every detail gets a thorough review, and our seamless technology offers your property an unimaginable level of exposure.

Developers

New rules for a new marketplace.

Core Capital Group & Synergy Consulting Group

New Development offers insightful, step-by-step guidance designed to get you results. Developers and financial institutions can get support for site acquisition all the way through the final sale, no matter the size, price, or location of the project. Our planning, designing, and branding are driven by comprehensive market analysis, while Synergy Advertising Studios create effective, targeted content and sales campaigns that can be amplified even further by taking advantage of our innovation platform's leading-edge technology.

Commercial

Hospitality

Our success is driven by putting our clients' interests first. We've helped buyers, owners, and tenants of everything from nightclubs and restaurants to office spaces find the perfect fit.

Office

Our insight-led strategies help our clients do more than just brokering deals. Increase market awareness to generate even more revenue, maximize your property's value, and drive demand by partnering with us.

Retail And Investment

Work with our accomplished team of advisors from the market insight introduction all the way to project delivery for a seamless, end-to-end experience.

Multifamily

Both private investors and property owners can benefit from our proprietary market data. Our extensive and in-depth knowledge of the Chicago area and all its suburbs and neighborhoods maximizes value for all of our clients.

Global Reach

We are proud to offer our consulting on a global scale.

Consulting across the globe.

We focus on our clients' most critical issues and opportunities, no matter their location or industry. Let us help you with strategy, operations, organization, marketing, technology, advanced analytics, transformation, finance, sustainability, and mergers and acquisitions.

Corporate Relocation

We have the highest level of insights and market knowledge for those looking to buy, rent, sell, or invest in Chicago. We offer the largest portfolio of luxury homes, with a clientele including Fortune 500 CEOs, film and television stars, and major sports stars.

Real Estate Advertising in a Digital Age

Strategy, design, technology, and advertising services come together in a potent combination.

Content Pioneers

Working with us means working with visual artists, storytellers, and creators. Redefine how the market consumes real estate with our engaging stories. We shoot, animate, edit, and produce everything in-house to give you the best results.

Media Mavens

We have in-depth knowledge of every kind of traditional and digital media that we apply to maximize impact through content curation and optimization.

Visual Disruptors

From Instagram shorts to one-of-a-kind experiences, we strive to make all our content memorable, shareable, and innovative.

Brand Specialists

Sellers, developers, and agents can all reflect their values and goals with a unique position and visual profile made just for them.

We meld together business strategy, experience, and engineering to generate accelerated growth and effectiveness.

Global Digital Footprint

Providing a real estate journey with the highest level of customer experience while still meeting all their needs is essential in today's digital market. We use a foundation of technology, data, and organizational strategy topped with impressive creativity to redesign your processes and provide these important experiences.

The level of operational excellence we offer gives you the greatest probability of success and the most acquisition appeal. Enjoy the multi-faceted solution that creates a unified brand experience and changes the paradigm. Gain a better understanding of a customer's journey and utilize a design that keeps your end-user in mind to foster sustainable relationships.

Clients collaborate with lean, interdisciplinary teams to solve the biggest challenges faced by the developers. We focus on a user-centric, data-driven approach to create a seamless experience across all touchpoints, creating a more consistent and impactful relationship that offers exceptional value to the user.

In-House Advertising Agency

Brand Development

Our listings, developments, and agents receive comprehensive branding guides built with top-to-bottom visual identities that provide consistency and recognition.

Collateral Production

We develop a wide variety of print and digital collateral, guided by brand and identity themes to accompany ad campaigns, open houses, and much more.

Multi-Channel Marketing

We leverage social media, digital, guerilla, and traditional mediums to maximize the amplification and resonance of our multi-channel plans. These plans incorporate all available information on our target market, exposure goals, and competitors to increase success.

Experiential Events

We're here to help from beginning to end to create memorable, one-of-a-kind experiential events that leave an impression and generate results.

Lifestyle Photography

Imagery is vital, and a picture provides an opportunity to make a great first impression. We're relentless when it comes to providing the best photography for our clients.

Bold Ideas

Our creative process is grounded in the goals to be bold and create for tomorrow. Our distinctive voice and point of view stand out from the crowd, whether we're fostering a unique identity for a new condominium development or designing a stellar listing strategy for an apartment or townhome.

Digital Reach

We work beside Synergy Studios and CPG to capitalize on disruptive creations and novel design, technological, and production capabilities and ensure a wide-reaching and impactful message that any other traditional real estate brokerage can't match.

Proven Results

Memorable visual cues and experiences amplify our bold ideas throughout the marketplace. For example, building sellouts and record-breaking sales prices are a regular product of our initiatives and sales campaigns.

Aspiration collides with innovation, the impossible bows before teamwork, and sincerity drives collaboration here at Synergy. We proudly seek the bold and attain the extraordinary like none before.

Company

History

We have been a leader on a global scale for the last 30 years. We manage new developments with reach and experience that goes above and beyond all the rest, and we have pioneered the first digital disruptions in real estate.

Vision

We strive to benefit the societies we operate in by systematically integrating corporate responsibility into the very core of our business and making our expertise readily available where it's needed.

Core Values

Our core values of respect, professionalism, and perseverance are woven into everything we do. They govern the way we do business and exemplify the culture we embrace wholeheartedly.

Leadership

We discovered transformative new turning points and created an incredible impact. As a result, our ideas, technology, and people have had a historic part in altering lives, industries, and even the field of marketing.

Strategy

From critical issues like operations, technology, sustainability, and corporate finance to vital opportunities like mergers and acquisitions, advanced analytics, and marketing, our focus is solely on our clients' needs and goals.

Research

With a team of researchers dedicated to improving today's technology, we continue to expand the amount of reach, access, and information we have to offer. Our clientele includes Fortune 500 CEOs, television and film stars, and major sports stars that expect and receive nothing but the best available.

Digital Reach Network

Connected cars, smart grid technology, and personal wearable smart devices have made real-time connectivity a fundamental part of how we innovate, collaborate, and produce in today's ever-changing market.

Data Intelligence

Machine and Digital Intelligence open new doors to larger audiences than ever through the creation of intelligent products and services. Realize the greatest successes with exploration, innovation, and the development of top-of-the-line software applications and infrastructures that showcase your investments.