



WHY ROOT?



Root Realty provides best-in-industry, fully integrated services from initial investment suggestions to the sale of your building, including property management and renovations.

- **Trusted Advisor:** Local investors, institutional groups, and lenders have been relying on our judgment since 1983. We are passionate about helping our clients achieve their goals.
- **Market Expertise:** We are Chicago's specialists for multifamily and mixed-use real estate.
- **Innovative:** We adopt cutting-edge technology to benefit our clients and residents.
- **Customer Service:** Our relationship-based philosophy is proven to drive optimal asset performance.

Root integration

INVESTMENT

We source and analyze opportunities that are aligned with your goals.

SALES

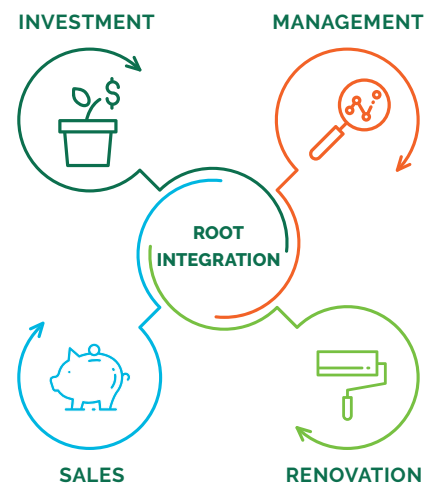
We create customized, sophisticated marketing packages to attract buyers.

MANAGEMENT

Our proactive service model keeps residents happy and improves cash flow for owners.

RENOVATION

We boost the value of your property and help it reach full market potential.



ROOT REALTY: REAL ESTATE SIMPLIFIED



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PROPERTY SALES



- Root Realty's unique sales team specializes in the market you're in: Chicago investment properties.
- We ensure that you get maximum exposure across all buyer pools.
- A rich list of vetted buyers from 35 years of personal relationships.
- Multiple Listing Service for smaller assets.
- CoStar & LoopNet for larger and institutional properties.
- Root Realty studies the real buyer pool when determining the best approach for selling your property.
- Our customized, cutting-edge marketing packages tell a story that attract buyers and drive demand, so that no value is left on the table.
- You'll get regular progress updates and market feedback assessments.

Comprehensive Marketing for Investment Property

	RESIDENTIAL	COMMERCIAL	ROOT REALTY
MLS MEMBER	○		○
COSTAR/LOOPNET MEMBER		○	○
VETTED INVESTMENT BUYERS		○	○
PROFESSIONAL INVESTMENT MARKETING PACKAGE		○	○
SOCIAL MEDIA MARKETING	○		○
INVESTMENT PROPERTY SPECIALIST			○



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REAL ESTATE INVESTMENT ADVISOR



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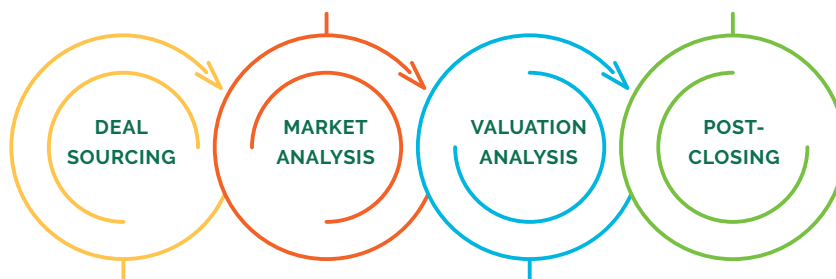
QUALITY REAL ESTATE INVESTMENTS TO FIT YOUR GOALS

- Root Realty is a full-service, solutions-oriented investment advisor.
- We're in Chicago, watching in real time for shifting demographics; government incentives; and improvements of public parks, transportation, schools, and zoning.
- Our advisors partner closely with you, designing your investment strategy by listening carefully to your goals and understanding your risk tolerance.
- Our opportunities include combinations of multifamily, commercial, mixed-use, or ground-up development investments.

The Root Realty Advantage

Our analytics-based approach focuses on developing a portfolio of high-quality, risk-adjusted real estate assets in areas projected to have top future growth.

Our reputation for market knowledge, trustworthiness, customer service, and results has earned our clients' loyalty and repeat business.



We are constantly sourcing deals through a variety of channels to provide our clients access to quality, vetted investment opportunities.

Our vertically integrated lifecycle model allows us to underwrite competitive offers based on real rent, renovation-cost, and operating-expense assumptions.



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PROPERTY MANAGEMENT

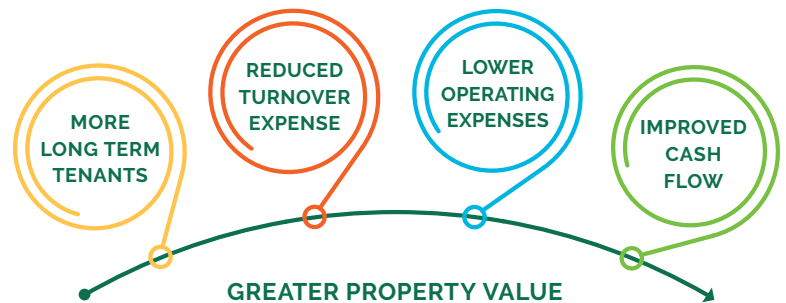


WITH ROOT REALTY, YOU HAVE

- Trusted advisor, serving investors for over 35 years.
- Outstanding, proactive management that keeps residents happy and improves your cash flow. (See our Yelp reviews!)
- Expert staff who custom-tailor strategies for expense reduction, rent growth, or both.
- In-house leasing, maintenance, and renovation staff – ensuring seamless communication and full accountability.
- Maintenance pros who control cost, ensure quality, and manage risk.
- Recognized expertise in leasing and optimizing operations.
- Cutting-edge technology to continually improve resident and owner satisfaction.

THE ROOT REALTY ADVANTAGE

- On average, clients earn 30% higher net income with Root Realty
- Our proven track record of beating the competition's rent growth rates
- Highest renewal rates in the Chicago market – 50% higher than average
- Lower vacancy and turnover expenses
- After working with Root Realty, our clients' after-fee net income averages 4% higher
- Root Realty ranks as one of the "Top 20 Managers in Chicago" – Expertise.com



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RENOVATION



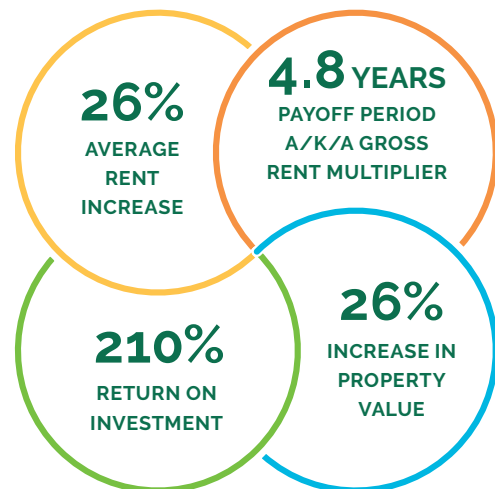
Root Realty's unique team approach means that the property managers, leasing agents, and renovation team are fully integrated so we can determine whether the market warrants a value-adding upgrade. From initial cost estimate to final completion, our goal is no hassles for you. All you'll notice is that your rental income has increased.

Root Realty also has in-house maintenance managers, ensuring quality control, responsiveness, 24-hour availability, and proper insurance.

HOW WE WORK

- We look at return on investment and payback period.
- Our renovation partner, Brook-Nash Property Service, provides detailed and understandable upgrade estimates and completion timelines.
- We go over your choices with you, explaining everything clearly.
- Once you sign off, our renovation team gets to work!

By the numbers: creating value



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