

The Mabadi Group

Website and Marketing Collateral

THE SITUATION:

Since 2010, The Mabadi Group real estate team has prided itself on providing clients with the highest level of personal service, the most extensive local market knowledge, and the best overall experience buying or selling a home. The Mabadi Group partnered with Zeller Marketing & Design to develop a marketing campaign to position themselves as the Evanston and North Shore real estate experts.

OUR SOLUTION:

Zeller designed a modern, robust website to reflect The Mabadi Group's high-end brand—and also highlight the team's vast local market knowledge and strong foothold in the North Shore communities. We also developed several print marketing materials including direct mail, advertising, brochures and annual reports to help deliver the message to a wider audience.

THE RESULT:

Our marketing campaign helped strengthen The Mabadi Group's position in the North Shore market as a leader in luxury real estate. The Mabadi Group has been the top real estate broker in Evanston since 2017, and compared to the average sale in Evanston, the team delivers the shortest average market times and the highest sale/list price ratios in the city. Sally Mabadi and her team were also recently named one of Chicago's Most Influential Residential Real Estate Brokers in 2018 by *Crain's Chicago Business*.

The Mabadi Group

We bring a set of unique qualifications to our clients that helps us consistently deliver exceptional results. Our success is based on our focus on the single family home market in Evanston, which gives us deep knowledge of the market, and our superior marketing expertise draws more buyers to our client's homes.

Our Approach to Marketing Luxury Homes

Sally and her team joined Berkshire Hathaway HomeServices because of its reputation as both the world's most respected company and the leader in luxury real estate sales. DHS consistently represents the most sought after homes on the market and holds the #1 luxury market share in Chicago.

The Mabadi Group is one of the top luxury brokers in the firm and works closely with the corporate luxury marketing director to develop and execute finely-tuned marketing plans to reach and entice the most qualified buyers in the marketplace. Sally and her team work hard to understand each client's needs and goals while recognizing and leveraging the unique, compelling characteristics of their clients' properties. The Mabadi Group's marketing strategy is a four-pronged approach:

Highest quality visual presentation including professional staging, photography, floor plans and other tools to engage the potential home buyer.

Elite print advertising including the Chicago Tribune, the Pioneer Press, Evanston Magazine.

Luxury on-line advertising and social media, including featured listings on top rated luxury websites such as luxuryrealestate.com, chicago Tribune.com, chigoagourmet.com, and Trulia.

Personal services with top-rated buyers and the agents who represent them both in Chicago and throughout the North Shore.

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"Sally was the clear choice for selling a home in the luxury Evanston market due to her knowledge and expertise. Her supporting team, including photographers and stagers, were also top-notch."
—Michael C.

"It appears we are firing on all cylinders with your staff! Our marketing platform is coming together and we are very happy with the content and work so far."
—Darush Mabadi, Commercial Real Estate Specialist, Broker

MEAN SOLD PRICE 2017
\$168,483
GRAND AVERAGE
\$95,414
EVANSTON

"Sally has worked tirelessly helping our family find a new home."

WEEKS NEEDED TIME 2017
3 Days
MARKET AVERAGE
12 Days
MARKET