

What has been your all-time favorite *Chicago Agent* magazine cover?



**JEFF KERR**  
REAL ESTATE  
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CHICAGO

I think the best cover was January 2005, titled "The

Value of Full Service." As part of a full service team we strive to provide excellent service throughout each transaction and beyond. Staying engaged and on top of all the details from developing a marketing plan to managing all the steps from contract negotiation to successful close is critical in this market. More than ever I think buyers and sellers are looking for an agent that can add value during the transaction.



**LAURA ORTOLEVA**  
COMMUNICATIONS  
STRATEGIST  
RE/MAX  
NORTHERN  
ILLINOIS  
ELGIN

My favorite *Chicago*

*Agent* cover appeared on March 13, 2006. It focused on Web site technology and featured regional owner Tom Reagan and chief technology officer Casey Reagan of RE/MAX Northern Illinois. I thought the cover story made a vital point about the central role that Web technology plays in today's real estate market and will continue to play in the future. The introduction of real estate Web sites into the marketing mix has caused a paradigm shift in how traditional media dollars are spent. It has also required that agents continue to master new technologies in order to best service their clients and customers.



**BOB HORNER**  
CO-PRINCIPAL  
WINTHROP  
PROPERTIES  
EVANSTON

My favorite cover was Vol. 3, Issue 17: The 2006 Fall

New Construction Issue. This issue was my favorite because of the valuable exposure it offered my partner, Ibrahim Shihadeh, and me. We had the honor of being featured on this cover and the timing was ideal. We had recently had the grand opening of sales for Winthrop Club in Evanston and had just celebrated the groundbreaking of Printers Corner in Printers Row. We appreciate our relationship with agents and are always very happy to have the chance for them to learn more about our company and our developments.



**PAULETTE RODRIGUEZ**  
SALES DIRECTOR  
MICHIGAN AVENUE  
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FRANKEL & GILES  
REAL ESTATE  
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My favorite issue is Sept. 11, 2006, Real Estate 101, because it pointed out the basic steps real estate professionals should follow in order to be successful. Although they seem obvious, from making a positive first impression to following up after the sale, in today's ultra-competitive market, it is essential that we do not lose sight of the basics. After selling real estate for over 25 years, the principles have always been the same. I recommend this issue be on everyone's bookshelf!