



1150 N. State #302 -- Chicago, IL 60610

Dear vranasproperties.com visitor,

Thanks for stopping by!

In growing Vranas Properties with new clients and agents, I was thinking about hiring a big fancy advertising firm to come up with a marketing campaign for us.

As I was thinking about catchy slogans/mottos/themes I realized that I had the most valuable content sitting right in front of me.

So without further ado....I am proud to present:

Vranas Properties: 15 Reasons Why

Sincerely,

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Vranas Properties: 15 Reasons Why

Vranas Properties Reason #1

“Paul's real estate knowledge and attention to market trends are what really set him apart. Few Agents that I work with understand market trends as well as Paul. Even fewer act on them in their client's best interest. I have never seen Paul treat a transaction like he wasn't personally investing in the property in question.

Paul is unique among his peers. Paul has an education in Real Estate that very few agents possess. Very few Real Estate agents take the time to do the up front work educating their customers so that the actual transaction goes smoothly. Every transaction that I have seen Paul work on, he treats as an investment in Real Estate. Not just a transaction with a commission attached. He takes it personally that his clients get into a strong investment and that they are comfortable when they do so. I have never seen a customer less than fully satisfied with Paul at the end of the day. This is evident by the fact that Paul has based 100% of his business on referrals from Friends, Family, Past Customers and the other networking that he makes a part of his business.”

Joe Burke, National City Mortgage

Vranas Properties Reason #2

“Paul is awesome. Paul was very attentive and responded to my calls and voicemails promptly. When working with Paul, I feel like he had my best interest in mind when showing me places, and used his experience to help me find a place that would feel like home to me.”

Brett S. 9/27/07 Buena Park

Vranas Properties Reason #3

“Working with Vranas Properties didn't feel like I was working with just an agent, but more like a friend. Paul was very patient and responsive to all my questions (and I did have many!), no matter what time of day I would call. The best part is his enthusiasm and dedication to what he does - it's very reassuring. I highly recommend Vranas Properties if you're looking for great customer service and PEOPLE WHO CARE.”

Anjali V. 8/23/07 River North

Vranas Properties Reason #4

“I openly discuss my experience with friends. Vranas Properties provided a lot of great advice. Some of the advice that I relay to friends is how VP explained two things, that (1) there is always another place and that (2) you want a good deal. Now having achieved a good deal, I am rewarded with joy and future flexibility every time I see sales of similar units in my complex and neighborhood. A good deal gives the buyer joy, where a bad deal could limit a buyer's options or even provide the buyer with regret and doubt. Thankfully because of VP's guidance I secured a good deal!!

Nicholas H. 4/5/07 River North

Vranas Properties Reason #5

“Paul is very knowledgeable about Real Estate & the city of Chicago, he's patient, professional & he even makes the entire process fun!”

Georgia S. 9/25/06 South Loop

Vranas Properties Reason #6

“Paul was reliable and professional and sold my condo in one month in a very difficult real estate market.

Having had been a lender in Chicago, I was very close with several real estate agents but when it came time to sell my condo, I chose Paul for his professionalism and knowledge. He really understands the market and isn't just there to sell. I would recommend him to everyone!"

Meredith M. 5/3/07 Old Town

Vranas Properties Reason #7

"Here goes....My husband and I have bought and sold 3 properties in Chicago with Vranas Properties in a very short timeframe and in a tough market, all with different character and in various locations. They handled all with immediate attention, incredible detail, and the aggressiveness we needed, making all of the transactions a success."

Teri G. 2/15/07 North Center

Vranas Properties Reason #8

"As a first time home buyer, I had absolutely no idea what I wanted from a house- we searched from Lincoln Square to the South Loop. Paul was knowledgeable, patient and a great guide- he made the entire process fun. When we started to find properties I liked, he helped me understand the process and make sure I was looking at the home in a rational way. Finally I found the house of my dreams and couldn't be happier."

Tom V. Gold Coast 6/8/2006

Vranas Properties Reason #9

"As a first time home buyer, I was very careful and deliberate in choosing both my realtor and home. Vranas Properties was highly recommended by friends who had recently purchased homes, so I decided to give them a call. I first made contact with my agent before I left on a six-month overseas deployment, and while I was gone he sent me applicable listings and even took some family members to view places for me. The pictures, videos, and descriptions he sent were invaluable in narrowing down my search. I was working with a very short timeline, and my agent was able to arrange 12 viewings in one day. After we picked the property, he effectively negotiated the price down 10% from the asking price—and within a month I was moved into my new place! The consummate professionals—the folks at Vranas Properties lived up to their reputation!"

Micah M. Evanston 8/22/05

Vranas Properties Reason #10

"The customer service was excellent and my agent really did a great job of researching everything in order for me to make an informed decision about the place I wanted to buy in. I definitely recommend Vranas Properties to others!"

Angela A. Evanston 1/31/05

Vranas Properties Reason #11

"I chose Vranas Properties because of the great things I heard about Paul and how wonderful he was to work with. He was always accessible to talk to and promptly responds to all calls/emails. Paul is very knowledgeable and helpful. Since it was a first home purchase I was clueless so he was very helpful looking out for me and my needs. I never doubted working with Paul at all. He was never pushy and was always looking out for my best interests. I can't imagine working with anyone else. Paul was definitely there every step of the way to ensure that I found what I wanted. I'd be crazy not to refer people to Paul!!!!!"

Jenny M. Lakeview 12/17/04

Vranas Properties Reason #12

"If you want someone great, smart and competent to work with, I totally recommend Paul. He has an MBA with a focus in real estate so he's got the knowledge to back up his many years of experience. He really knows what he's doing which is rare for a realtor. He is super efficient. He sends listings automatically to my email with my specs; he also goes out and scouts properties, drives by the buildings I'm interested in before we go out

to see them (saving me a lot of time) and provides tons of info before I even ask for it—like comps, neighborhood info, financing ideas etc. He is even going to help me put together a business plan to make sure I'm getting what I want out of my investment. My realtor is awesome.”

Bettina R. 5/15/04

Vranas Properties Reason #13

“I'm really happy I went with Vranas Properties to buy my first home. My agent was knowledgeable and enthusiastic. I knew when he showed me a listing, he had done his research and was showing me a potential home that fit my criteria and price range. I highly recommend Vranas Properties help you find a home. Paul really did his homework. I was impressed that he not only knew information about the exact place we were looking at, but about what was going on, real estate-wise, in the area. Paul was always on time and did an excellent job – he didn't try to sell me anything I couldn't afford or push me in any direction. I would recommend him to anyone. I never felt like he was too busy for me, or didn't have the time to spend with me. He is friendly and worked well with the other agents we met. He also did a great job explaining things to my parents when we ultimately looked at final places. Paul was excellent!”

Jaclin S Lincoln Park 8/4/04

Vranas Properties Reason #14

“Paul really went the extra mile in finding my place, well beyond the listings I could have found on my own on the internet or the newspaper. I had very specific things I was looking for in a home and Paul found the perfect combination of those things in the neighborhood I wanted to live in. He was always a phone call away and had very good knowledge of my target area. It was a great experience. I'd refer Paul to anyone.”

Matthew S Lincoln Park 10/19/04

Vranas Properties Reason #15

“My experience working with Paul as I searched for a residence to purchase was nothing but positive. Paul worked with me in order to gain an understanding of what characteristics were important to me in a home, and once he had an understanding of that, our search was focused and successful.

I was impressed with Paul's knowledge of the real estate market, as well as the dedication and desire he displays towards his profession.

I continually recommend to my friends and family that they work with Paul for all of their real estate needs, and I plan to work with him in the future as my housing needs change”

Tony S Wicker Park 10/1/03