

# Real Builders! Real Communities! Real Numbers! Real Time! REAL FAST!

## ■ The Greater Chicago Market Report will:

- ✓ **Provide statistics** about over 200 Chicago-area communities.
- ✓ **Help you track** the success of advertising and PR efforts (for you and your competition).
- ✓ **Help you analyze** markets by county, housing type, or price range.
- ✓ **Become a valuable sales and marketing tool** for you and your company—whether you are a builder, banker, mortgage company, public relations, or advertising firm!



*That's right—weekly traffic,  
deposits, contracts!*

## ■ The Greater Chicago Market Report includes:

- Builder name
- Project / community name
- City
- Home type
- Total units
- Total units sold
- Price range
- Square foot range
- Traffic
- Deposits
- Contracts

## ■ How it works:

Participants submit their traffic counts, sales deposits and contracts every Sunday night or Monday morning. Statistics are compiled, including a weekly summary, and the report is prepared and distributed (via e-mail, fax, or regular mail) on Monday evening. Participants also receive four quarterly reports and one year-end summary report.



**Yes, I want the numbers! Send me the Greater Chicago Market Report!**

Contact: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_

HBAGC Member (\$500)     Non-Member (\$750)    **(Payment must be made in advance)**

**PAYMENT METHOD:**     Check Enclosed: \$ \_\_\_\_\_     Credit Card (circle one):    VISA    MasterCard    AmEx

Name on Card: \_\_\_\_\_ Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please complete and return to: HBAGC—Greater Chicago Market Report  
1841 W. Army Trail Road, Addison, IL 60101 • Fax: (630) 627-7580**