

THG

Thoughts

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the Hechtman Group
Exceptional CPA services for
small businesses with big plans

The Winner's Circle:

@properties Demonstrates Consistent Success and Enjoys Profitable Growth with Support from THG



Winning Ways for @Properties

Real estate brokerage firm @properties has a lot to brag about. Remarkable success seems to be in the company's DNA. It dominates Chicago real estate as the #1 ranked brokerage firm by market share and is noted for fast growth on Chicago's North Shore. This fast-track firm has been recognized in publications ranging from Inc 500 to Crain's Chicago Business for its rapid growth and competitive prowess. It has invested millions to ensure that @properties stays on the leading edge of technology and marketing – and holds its agents to a higher standard of service, professionalism, and performance than any other brokerage in the business. Accomplishing these feats in less than a decade is its own major distinction.

The founders, Mike Golden and Thad Wong, are men with a mission. They set their sights on consistently beating the market and they've done just that. Recently, Mike Golden noted "Illinois real estate sales were up approximately 22 % last year but our sales performance increased 41%". Mike and Thad, and their senior leadership team, are experts at anticipating, understanding and leveraging market conditions – turbulent as they may be – as well as leading their enterprise to consistent growth.

Recently Thad Wong talked about a unique aspect of the local market: Chicago ranked No. 2 for so-called "flash sales" or homes that go to contract in 24 hours or less. He notes, "Your average person knows that now is the best opportunity that they'll ever have in their lifetime to buy real estate. Due to very constrained inventory, there are many buyers that have lost out on houses in multiple-offer situations, so when the buyers find the house they want they just pay the asking price." As frustrating as the fast-paced market can be for some homebuyers, it's a necessary step in a housing recovery that will likely continue into 2014", says Thad.

Expert guidance for buyers and sellers is more important than ever and @properties excels at building the relationships that lead their clients through the complexities created by a recovering

market including increasing interest rates and the pressure of appreciation. Being in the hands of a well recognized leader like @properties is what buyers and sellers want and the firm is well positioned to continuously lead the local market in serving thousands of satisfied clients.

Support from THG Helps to Ensure Profitable Growth

Fast moving executives like Mike Golden and Thad Wong value trusted advisors who understand their business, share their vision and offer pragmatic services to optimize their operations. These preferences make the relationship between @properties and The Hechtman Group a very good fit. "We need more than standard CPA services. We want good "thinking partners" who offer insights about what we're doing. We welcome ideas that advance growth, increase profits and enable a strong organization of professionals to overachieve", say Mike. Working together for a number of years, Jim Hechtman, THG Managing Partner, recognized @properties as a growth business early on and is as proud of their highly visible success as the brokerage firm owners. "Feeling invested in our client's accomplishments, and helping them achieve major goals, is a key aspect of our THG culture so we respect what @properties has achieved – and take pride in our working relationship", says Jim.

THG's PRISM Services, designed for entrepreneurial growth-oriented businesses, form the foundation for working with @properties. Guidance and support for on-going financial operations, CFO-level business insights and strategic advice on topics ranging from tax planning to opening new offices are all part of the on-going service. THG's fifty-plus years of deep experience serving clients in the real estate industry adds to their expert understanding of the challenges and opportunities for @properties. For instance, Jim Hechtman and his team, work together with @properties to develop and support their high performance agents by ensuring they know about best practices and effective resources that top producers regularly employ.

The highly interactive collaboration between @properties and THG includes quarterly executive meetings to focus on current challenges and opportunities for the company. Working together on key business issues ensures that effective internal controls and operational efficiencies are continuously fine-tuned. Bringing the "independent voice" into the planning process, THG provides essential assistance to accelerate progress on growth plans, key decisions, internal roles and responsibilities, problem resolution and financial performance.

It's been said that "success breeds success" and the strong relationship between @properties and THG demonstrates the point.

To Learn More About @properties:
www.atproperties.com

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