

PRESS RELEASE – CELEBRATION OF REAL ESTATE AGENT’S CAREER SUCCESS

CHEZI RAFAELI REDEFINES LUXURY REAL ESTATE IN CHICAGO

Chezi Rafaeli, a top producing agent associated with Coldwell Banker Residential Brokerage, can look back fondly on his years in the Midwest – particularly 2014 – and relish in the fact that he has truly changed the landscape of Chicago’s luxury real estate market.

Since moving to Chicago with his wife and twins back in 2000, Rafaeli has spent more than a decade finely tuning his craft, to ultimately differentiate himself from the ever-evolving competition. That distinguishing characteristic turned out to be quite simple: know your product – down to the smallest nuance – because in the end, knowledge truly is power.

Armed with that prevalent notion, Rafaeli shattered the ceiling of expectations for luxury property sales in the Loop and Gold Coast. The veteran Realtor® sold 57 units, amounting to more than \$109 million in sales volume for 2014 alone. To-date, Rafaeli lives famously in the city’s history books for selling the 1st and 2nd most expensive properties of all time in Chicago. Over the span of his career, he has also been named to the Coldwell Banker International President’s Premier, which honors the top 1% of sales agents in the company worldwide.

Rafaeli capped off this past year with the legendary sale of the gargantuan 14,000 square foot, 89 th floor penthouse perched atop Trump Tower in River North for \$17 million in cash. News of this record breaking property sale – which currently sits as the priciest transaction in the city’s history – conjured a lasting ripple effect, reverberating far beyond the borders of Illinois, to position Rafaeli as a national spectacle. On top of that, Chezi closed on the penthouse unit at Park Hyatt Tower (800 N. Michigan), which currently ranks as Chicago’s 2nd most expensive sale, respectively.

“These sales are a key indicator of Chicago’s true strength and potential within the luxury real estate industry,” said Rafaeli. “It is my goal to not only continue performing at a high level but work diligently to position this beautiful city at the forefront of the premium housing segment.”

With numbers more aptly fit for Manhattan, the “Second City” is quickly building its case as the First City. As Rafaeli, and fellow luxury property agents, sell more mega million-dollar homes, Chicago has a chance to continue growing its high-end market, and the upward trend in price per square foot. As a result, these factors could ultimately contribute to an influx in new luxury developments for prospective buyers and attract national and international business influencers/industries to gravitate to the Midwest.

“This city needs more exposure to the rest of the world, like New York, and developers need to build more premium properties to increase inventory,” said Rafaeli. “New York has buildings already sold out before they even start laying the foundation. If Chicago builders can take a leap of faith and reinforce their confidence in the market, the prosperity and growth will come.”

Historic sales numbers and career milestones aside, Chezi knows that the industry was built on forging strong relationships. As such, he prides himself in positioning clients front and center every time. It is this tactic that he believes contributes to true success and is looking forward to seeing what the future holds for this thriving city.