

CHICAGO, Sept. 18, 2013 /PRNewswire/ -- Baird & Warner has launched a new tool designed to give potential homebuyers and sellers detailed information and data points on their hyperlocal real estate market. The tool, called Market Insight, uses the Multiple Listing Service (MLS) to create interactive reports that provide statistics such as sold homes, properties for sale, inventory levels and days on market.

"Homebuyers and sellers are peppered with national real estate statistics, and they base their next steps off of this information -- but that's not how our industry works. Real estate is local," said Steve Baird, president and CEO of Baird & Warner, Chicagoland's largest and most experienced independent real estate brokerage. "We created Market Insight to educate clients and potential clients about what is going on in their specific local area. Armed with this essential information, they can make well-informed decisions."

Market Insight is available under My Real Estate Portal on BairdWarner.com. To start receiving Market Insight information, the user will select a starting point and then choose a search field anywhere within a quarter mile perimeter to a 10-mile area centered around that point. Once the user has selected their preferred area, they can choose to receive emails that provide all of the real estate transactions and details specific to that selection.

BairdWarner.com users can also sign up for Exclusive Preview, an email alert that lets potential homebuyers know about new properties that meet their search criteria up to 72 hours before they are listed publicly, and Baird & Warner HomeFinder, an automated daily email that provides a list of all properties on the market that fit their specifications.

**About Baird & Warner** Established in 1855, Baird & Warner is Chicagoland's largest and most experienced independent residential real estate brokerage. For over 150 years, the Baird & Warner brand has been synonymous with innovation and integrity, and

Stephen W. Baird

, the firm's fifth-generation owner, has been consistently recognized among the industry's most influential leaders. With more than 1,500 sales professionals and comprehensive mortgage

## New Real Estate Tool Educates Consumers with Hyperlocal Market Data

Written by Australian Business

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financing and title insurance services, the company consistently ranks among the nation's top real estate firms. In line with its legacy of customer focused innovation, BairdWarner.com has been named "Best Overall Website" among the 600 member firms of the Leading Real Estate Companies of the World's international broker network. In 2012, Baird & Warner received a Top Workplace Award from the *Chicago Tribune*, and in 2013, was named the 43rd best place to work in the nation.

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