



Gallagher and Henry

Reality Check: Gallagher and Henry hosts industry expert forum

Oct. 8 event in Homer Glen offers informational sessions on staging, lending, and more

Confused by the barrage of reports detailing real estate trends and lending guidelines? Seeking information about what it takes to sell a home in today's market?

Gallagher and Henry, one of the Chicago area's most reputable homebuilders since 1954, looks to provide answers.

On Saturday, October 8, Gallagher and Henry will host its "Lifestyle Showcase Event: An Industry Expert Forum" to help current homeowners and prospective buyers understand current marketplace realities.

The free event, hosted at the Amberwood model home at 15037 Ivy Court in Homer Glen's Kingston Hills community, begins with refreshments, sandwiches, and snacks at 10:30 a.m. followed by an assortment of 30-minute presentations providing savvy, practical advice from local professionals in the home design, home care, and real estate fields.

Gallagher and Henry principal John Gallagher says the aim is to educate, entertain, and enlighten.

"There's a lot of misinformation about the real estate market swirling about and we see the confusion and concern that creates," Gallagher said. "By bringing these various professionals together, we hope guests gain clarity on current market conditions and better understand the marketplace, so they can accomplish what they want with respect to their housing situation."

Lisa Vaisvila of Lombard-based Home Staging by Lisa will open the Lifestyle Showcase Event program at 11:00 a.m. A member of the Chicago chapter of the International Association of Home Staging Professionals, Vaisvila will provide insights on current design trends and staging tips for selling a home.



On Oct. 8, Gallagher and Henry will host the "Lifestyle Showcase Event: An Industry Expert Forum" to help prospective homebuyers better understand current marketplace and real estate realities. The free event begins at 10:30 a.m. at the Amberwood model home located 15037 Ivy Court in Homer Glen's Kingston Hills community.

At 11:30 a.m., Jim Melka Landscaping presents on fall lawn care and plantings to maximize curb appeal, while Vince Krydynski of Orland Park's Handyman Matters will speak at noon on readying the home for winter and easy home fixes.

From 12:30 p.m. to 1:00 p.m., Kelly Ryan of RE/MAX Synergy will discuss local market success stories, market valuations, and the homeowner's pre-sell checklist.

Mark Zdenovec of Fifth Third Bank will then close the event with a 30-minute presentation on the current state of the lending industry and available financing products. Representatives with Wells Fargo and Wintrust Mortgage will also be in attendance to answer guest questions on the present lending environment.

"We're proud to be partnering with these experts, all of whom will provide strong insight into what it takes to get a home sold today and what it takes to step up into your next home," Gallagher said. "We want to arm our guests with the realities and professional knowledge that allows them to make the best decisions for their situation."

Many of the presenters will be offering event-only discounts and promotions to attendees. In addition, guests who attend all five sessions will be entered into a drawing at the event's conclusion for a \$100 gift certificate to Francesca's. Guests can attend the free event by registering at www.gallagherandhenry.com.

The "Lifestyle Showcase Event" gathers its name from Gallagher and Henry's latest line of buyer friendly home plans. Featuring both ranches and two-story home plans, the Lifestyle Series represents practical home plans injected with the day's most current homeowner desires. The Amberwood ranch, the first new home design in the series, debuted last fall.

"The Lifestyle Series is driven by our desire to always have our homeowners top of mind," Gallagher said. "We surveyed our current homeowners as well as prospective buyers to find out what they wanted in a home. The Lifestyle Series represents that feedback."

The two-story Briarcliffe is the second home in the Lifestyle Series. Like the Amberwood, the four-bedroom, 2.5-bath Briarcliffe features the sought-after elements, including an open floor plan layout, three-car garage, and bedroom walk-in closets for maximum storage. The Briarcliffe starts at \$364,200 in select Gallagher and Henry communities.

Three homebuyers have already signed contracts for the Briarcliffe. It's a sign, Gallagher said, that the Lifestyle Series is resonating with buyers.

"To have three contracts on the Briarcliffe before the foundation for the first home was even poured highlights the fact that we're offering plans resonating with today's homebuyers," Gallagher said.

For additional information on Gallagher and Henry, its Chicago area communities, and the "Lifestyle Showcase Event," please visit www.gallagherandhenry.com.

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