

How can real estate agents leverage great press about their city?

It seems like every other day there's a list of American cities circulating the internet for one reason or another, whether it be their undeniable charm, breezy commute or delicious tacos. As a real estate agent, how can you leverage great press about your market to help clients and boost business? Inman spoke with Rebecca Thomson, president of the Chicago Association of Realtors and VP of agent development at large independent Chicago brokerage @properties, after the Windy City got ranked in January by Timeout's inaugural City Index (based on a 20,000 participant survey) as the "most fun" city in the world, beating out tough competition including Paris, London, Los Angeles and Miami. Thomson said the honor could serve as a talking point and resource in agents' conversations with buyers and sellers. "The recognition itself is not what makes Chicago desirable, it's an indication of a trend," Thomson said. "Like Amazon looking at Chicago because it is an accessible, affordable..."

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