



Marilyn Zydlo <mzydlo@d204.lths.net>

Reference Responses for MoHall Commercial and Moses Hall

1 message

Michelle Mills Clement <michelle@chicagorealtor.com>
To: "mzydlo@d204.lths.net" <mzydlo@d204.lths.net>

Fri, Jan 30, 2026 at 11:55 AM

Hi Marilyn,

I cannot locate your original email requesting a reference for MoHall Commercial and Moses Hall. I believe I may have deleted it when I pulled the questions out to work on them separately. As such, below please find my reference. I hope I have captured everything you requested. Please confirm receipt when you have a moment. If you need any additional information or in a different format, please do not hesitate to contact me.

I have known Moses Hall for the past eight years through my role at the Chicago Association of REALTORS®. During that time, he has been a key volunteer leader at the local, state, and national levels, and he is also a personal trusted advisor to me on commercial real estate matters.

1. How accurate and useful was the firm's valuation and market analysis, and how effective were their strategies in positioning and marketing your property to generate meaningful interest or offers?

Through my professional experience working with Moses Hall, I have consistently found his market knowledge to be thoughtful, well researched, and practical. During his time serving on the Chicago Association of REALTORS® Board of Directors, and particularly as Chair of our Commercial Forum Committee, Moses regularly contributed insights grounded in real transaction experience and current market conditions. His perspective was especially valuable in discussions related to pricing, market timing, and positioning of commercial assets.

On a more personal level, I felt confident referring a close family member to Moses for guidance on a commercial investment opportunity. He took the time to understand the goals, pricing realities, and market dynamics involved and offered clear, strategic advice. His ability to assess value and positioning carried through in a way that made the decision making process far more informed and comfortable.

2. How well did the firm communicate complex real estate issues to your leadership team or governing body, and how would you describe their responsiveness, professionalism, and overall integrity throughout the engagement?

Moses has a strong ability to communicate complex commercial real estate topics in a way that is clear, respectful, and accessible to both practitioners and leadership. While serving on the Chicago Association of REALTORS® Board of Directors, representing an organization of over 17,000 members, he approached governance discussions with preparation, professionalism, and a collaborative mindset.

As Chair of the Commercial Forum Committee, he worked closely with staff and leadership and also consulted on the evaluation of a commercial contracts platform for our members. Throughout all interactions, Moses was responsive, dependable, and solution oriented. He approaches his work with integrity and genuine care for the people and institutions he is advising.

3. What tangible outcomes did you achieve as a result of working with the firm, and did the quality and value of their services justify the cost?

The tangible results of working with Moses included our Commercial Contracts Pro Platform, now offered as a member service to more than 17,000 brokers at our Association. In addition, on a regular basis we are privy to his strong commercial engagement within our Association, informed guidance on commercial tools and resources, and trusted advisory support in private investment decision making. His contributions helped bring clarity to complex commercial issues and supported thoughtful, well reasoned outcomes.

From my perspective, the quality of Moses' work and the level of attention he brings to each engagement clearly justify the value of his services. He is focused on long term results and responsible decision making rather than short term outcomes.

4. What challenges did you encounter while working with the firm?

I did not experience any challenges while working with Moses. He is professional, prepared, and proactive, and he addresses questions and concerns openly and directly

5. Would you hire the firm again for a similar project?

Yes, I would. I would gladly work with MoHall Commercial and Urban Development again and would feel confident recommending Moses Hall for complex commercial real estate consulting projects. His leadership, market expertise, and steady guidance make him a strong and reliable partner in any setting where sound judgment and accountability are critical.

Sincerely

Michelle

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