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# MARKI LEMONS RYHAL

Global Keynote Speaker,  
**ReMarkiTable, LLC**

Chicago Association of REALTORS®

**2025 HALL OF FAME  
INDUCTEE**



**Chicago**  
ASSOCIATION OF  
**REALTORS®**  
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# **MOST DYNAMIC MONEY-MAKING NARNXT PROGRAM**

**Artificial Intelligence with  
Marki Lemons Ryhal**

How to Leverage **\$20 per month, 10 minutes per day** to create enough content for a **\$1 million GCI business**.





## Real estate data at your fingertips

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Video



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Location

60601



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Define where customers live and if they are likely to travel to a particular business  
or business district.

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## Commercial Trade Area for Chicago, IL 60601

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### Trade Area Information

#### Trade Area Information

#### Attribute Summary for Chicago, IL 60601 i

 [Create Script](#)**Median Household Income****\$138,175**

Source - 2024/2029 Income (Esri)

**Median Age****35.1**

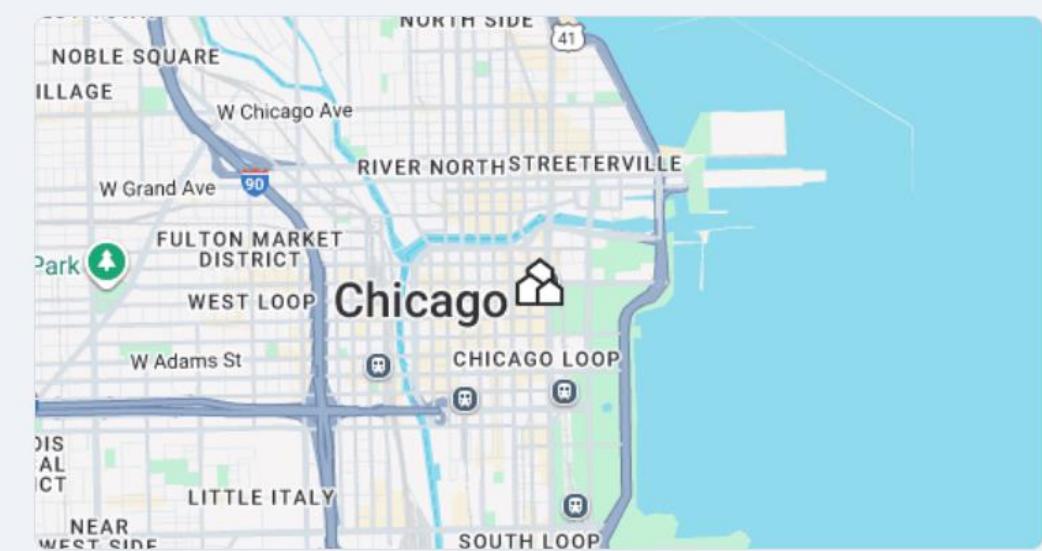
Source - 2024/2029 Age: 5 Year Increments (Esri)

**Total Population****17,539**

Source - 2024 Age: 1 Year Increments (Esri)

**1st Dominant Segment****Metro Renters**

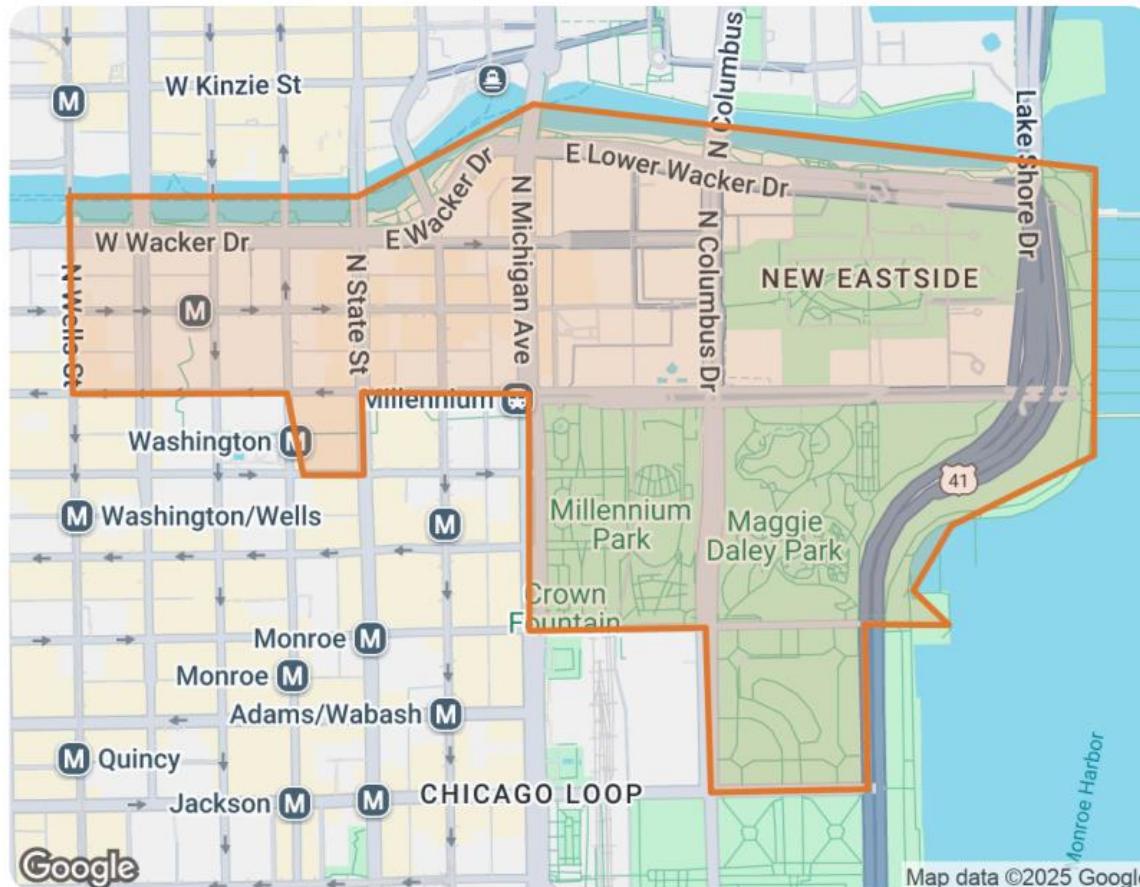
Source - 2024 Tapestry Market Segmentation (Households)



Source: Esri

# Chicago, IL 60601

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## Marki Lemons Ryhal, CSP, MBA

Global Keynote Speaker | ABR, CIPS, CRB, CRS, SRS

Illinois Real Estate License #471.005520

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🌐 <https://www.markilemons.com>

# Consumer Segmentation

LIFE MODE - What are the people like that live in this area?



## Uptown Individuals

Younger, urban singles in the city

URBANIZATION - Where do people like this usually live?



## Principal Urban Centers

Young, mobile population in metros of 2.5 + million people

Top Tapestry Segments	Metro Renters	Laptops and Lattes
% of Households	6,212 (57.1%)	4,674 (42.9%)
Lifestyle Group	Uptown Individuals	Uptown Individuals
Urbanization Group	Principal Urban Centers	Principal Urban Centers
Residence Type	Multi-Unit Rentals	High-Density Apartments
Household Type	Singles	Singles
Average Household Size	1.69	1.89
Median Age	32.9	36.7
Diversity Index	69.5	61.2
Median Household Income	\$97,800	\$154,800
Median Net Worth	\$63,000	\$246,200
Median Home Value	\$580,600	\$1,030,100
Homeownership	20%	37.2%
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
Education	Bachelor's Degree	Grad/Prof Degree
Preferred Activities	Socializing and social status very important.. Participate in yoga, Pilates, and skiing.	Exercise regularly and pay attention to nutrition. Support environmental groups, recycle faithfully.
Financial	Spend a large portion of wages on rent, clothes and technology	Maintain retirement savings plans
Media	Active on Facebook, Twitter, YouTube, LinkedIn	Listen to classic rock, pop, reggae, blues, folk, and alternative music.
Vehicle	Public transportation, taxis, walking and biking	Majority of households own no vehicle

## Select Tone

Confident

## Select Audience

Social Media &amp; Digital Marketing

## Choose Data

✓ Primary Segment ✓ Income ✓ Population ✓ Housing **One Page Summary**

A streamlined snapshot for quick reference and easy sharing.

**Detailed Report**

A full-length write-up for deeper analysis and insights.

**PowerPoint Presentation**

Create a PowerPoint for your next pitch or presentation.

**Social Video**

Short videos with your brand and Trade Area highlights.

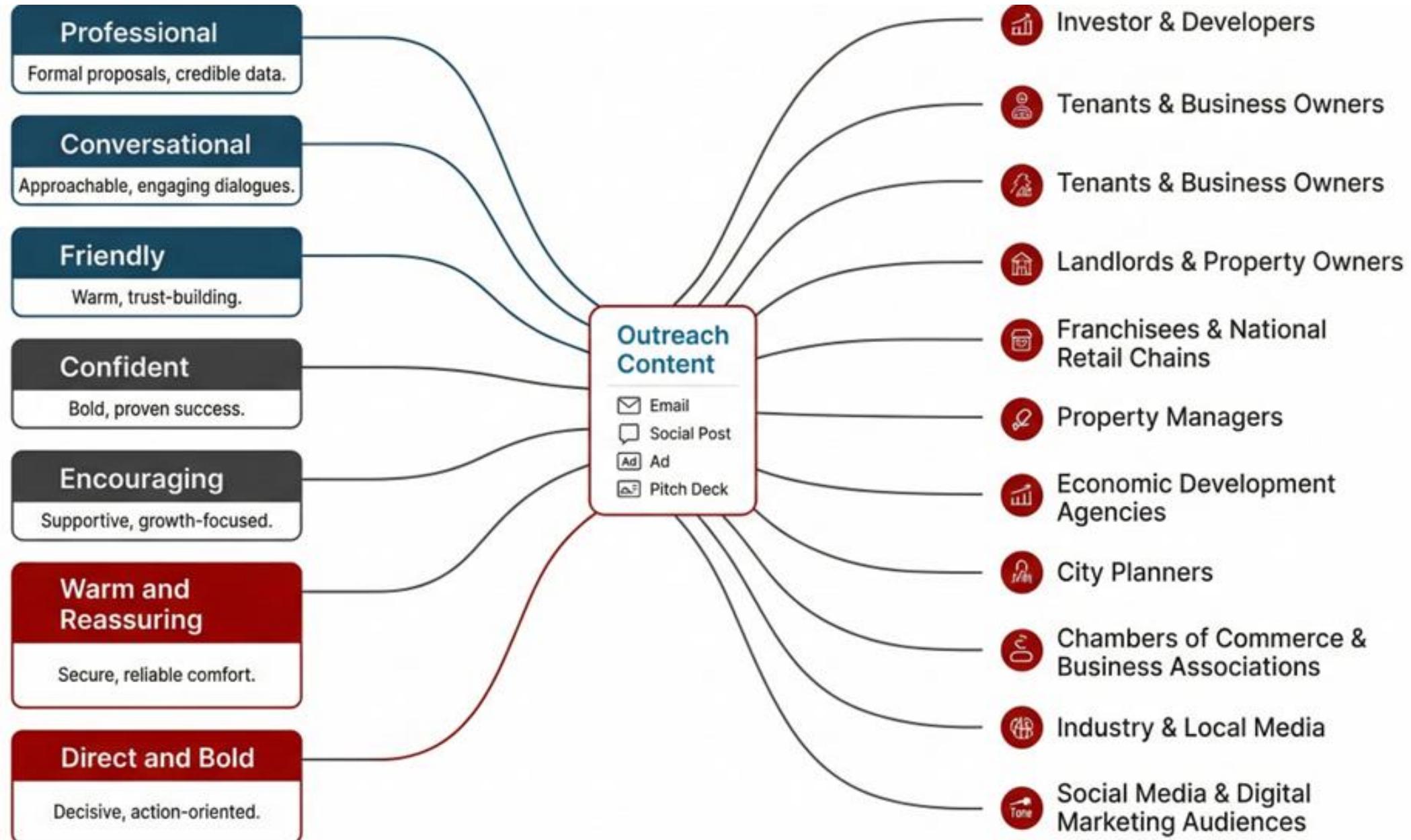
**Client Email**

Pre-written message to share insights and start the conversation.

**Social Media Card**

Branded social posts with key stats and AI-generated captions.

 Generate Content



## Select Tone

Confident

## Select Audience

Social Media &amp; Digital Marketing

## Choose Data

[✓ Primary Segment](#) [✓ Income](#) [✓ Population](#) [✓ Housing](#)**One Page Summary**

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[Generate Content](#)**Community Identity & Lifestyle Profile**

The vibrant character of Chicago, IL 60601, is shaped by its youthful and dynamic population. With a median age of 35.1, this market is a hub for young professionals who thrive in its principal urban center. The community is predominantly composed of Metro Renters and Laptops and Lattes segments, which together represent an urban and socially active lifestyle. These residents value socializing and spend a significant portion of their income on rent, clothing, and technology. Their active presence on social media platforms like Facebook, Twitter, and LinkedIn makes this community highly engaged and digitally connected, offering a rich landscape for targeted marketing strategies.

- Metro Renters: 57.1% of the population
- Laptops and Lattes: 42.9% of the population
- Median age: 35.1
- Socializing and social status are very important
- Active on Facebook, Twitter, YouTube, LinkedIn

This market's identity is characterized by its vibrant social scene and digital engagement, making it ideal for businesses targeting young professionals who prioritize lifestyle and connectivity.

**Target Audience Personas & Characteristics**

Chicago, IL 60601, is home to a distinctive blend of individuals who prioritize professional success and social status. The area's demographic persona is shaped by singles with a median age of 32.9, who are predominantly engaged in professional, management, business, and financial sectors. This group values urban living and is often seen frequenting local cafes and tech stores, reflecting their inclination towards trendy and contemporary experiences. Their spending habits are largely directed towards maintaining an upscale lifestyle, making this demographic an alluring target for brands offering high-end goods and services.

# NotebookLM

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## My notebooks

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 Audacious Goals: Real Estate and Artificial... 8 Dec 2025 • 9 sources	 Marki Lemons Ryhal: AI and Real Estate... 25 Dec 2025 • 2 sources	 Marki Lemons Ryhal Hyperlocal Marketin... 4 Nov 2025 • 12 sources	 Winning Strategies for Expired Listing Letter... 24 Dec 2025 • 1 source	 Morton Grove Community Profile... 24 Dec 2025 • 2 sources
 ...	 ...	 ...	 ...	 ...

## Add sources

[Discover sources](#)

Sources let NotebookLM base its responses on the information that matters most to you.

(Examples: marketing plans, course reading, research notes, meeting transcripts, sales documents, etc.)



Upload sources

Drag and drop or [choose file](#) to upload

Supported file types: PDF, .txt, Markdown, Audio (e.g. mp3), .docx, .avif, .bmp, .gif, .ico, .jp2, .png, .webp, .tif, .tiff, .heic, .heif, .jpeg, .jpg, .jpe

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Community Identity & Lifestyle Profile

The vibrant character of Chicago, IL 60601, is shaped by its youthful and dynamic population. With a median age of 35.1, this market is a hub for young professionals who thrive in its principal urban center. The community is predominantly composed of Metro Renters and Laptops and Lattes segments, which together represent an urban and socially active lifestyle. These residents value socializing and spend a significant portion of their income on rent, clothing, and technology. Their active presence on social media platforms like Facebook, Twitter, and LinkedIn makes this community highly engaged and digitally connected, offering a rich landscape for targeted marketing strategies.

6+

Insert

The screenshot displays the Quip AI interface with three main panels: Sources, Chat, and Studio.

**Sources Panel:** Shows a list of sources including "Chicago 60601: The Urban Professional Lifestyle Profile".

**Chat Panel:** Displays a summary of the provided text and three questions for AI-generated responses:

- What key demographic and professional traits define the urban lifestyle in Chicago 60601?
- How do high income levels and social priorities influence local consumer spending habits?
- Which digital platforms and content strategies effectively engage this tech-savvy, professional community?

**Studio Panel:** Offers various output options: Audio Overview, Video Overview, Mind Map, Reports, Flashcards, Quiz, Infographic, and Slide deck. A note indicates that "Studio output will be saved here" after adding sources.

## Configure chat

X

Notebooks can be customised to help you achieve different goals: do research, help learn, show various perspectives or converse in a particular style and tone.

Define your conversational goal, style or role

Default    Learning guide    Custom

Best for general purpose research and brainstorming tasks.

Choose your response length

Default    Longer    Shorter

Save

Act like a senior real estate operations architect and marketing automation strategist who builds repeatable, ZIP-code-specific systems for licensed real estate professionals.

Your goal is to design a complete, ready-to-implement workflow package for a real estate agent/team that operates in a specific US ZIP code, including: (1) a spoken "voice paragraph" (brand intro), (2) 10 clear projects with roles, and (3) 10 automations tied to lead/listing workflows.

Task: Produce a ZIP-specific operating system that a licensed real estate professional can implement in their CRM and daily routine.

Inputs (use if provided; if missing, use placeholders and make reasonable, clearly labeled assumptions):

- ZIP code(s) + state, property focus (buyers/sellers/investors/luxury/first-time), price band, primary channels (phone/SMS/email/social), CRM/tools (e.g., Follow Up Boss, KVCore, Salesforce, HubSpot), team size, and roles available.
- If ZIP is missing, default to ZIP\_PLACEHOLDER and avoid naming specific neighborhoods.

## Configure chat

×

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Define your conversational goal, style or role

Default

Learning guide

✓ Custom

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Your goal is to design a complete, ready-to-implement workflow package for a real estate agent/team that operates in a specific US ZIP code, including: (1) a spoken "voice

1025 / 10000



Choose your response length

✓ Default

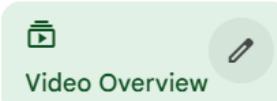
Longer

Shorter

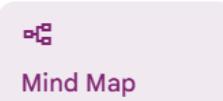
Save



Audio Overview



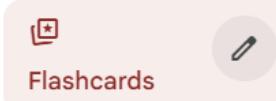
Video Overview



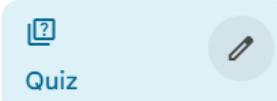
Mind Map



Reports



Flashcards



Quiz



Infographic



Slide deck



Data table

### Chicago Urban Professional Demographic Profile

1 source · 1m ago

⋮

### Generating slide deck...

based on 1 source

### Renting Status Chicago ZIP Code 60601

Deep dive · 1 source · 3m ago



⋮

### Market Entry & Engagement Strategy: The Chicago 60601 Urban...

Marketing Strategy · 1 source · 4m ago

⋮

### \*\*Investment Prospectus: The Premier Opportunity in Chicago's...

Investment Prospectus · 1 source · 4m ago

⋮

### Earning \$200K, Worth \$63K: The Astonishing Financial Reality of...

Blog Post · 1 source · 5m ago

⋮

A black rounded rectangle with a white 'F' icon and the text 'Add note'.

# Chicago 60601: A Profile of the Modern Urban Professional

## WHO THEY ARE: DEMOGRAPHICS & IDENTITY



### YOUNG & DYNAMIC POPULATION

**35.1**

Median age, primarily  
young professionals  
and singles.

## FINANCIAL SNAPSHOT: INCOME & SPENDING

**\$123,853**

### MEDIAN HOUSEHOLD INCOME

Average household income reaches  
\$300,450, with high per capita  
disposable income.

## HOW TO REACH THEM: DIGITAL ENGAGEMENT

### HIGHLY ACTIVE ON SOCIAL MEDIA

Residents are deeply engaged in digital  
spaces and value staying connected.



### TOP PLATFORMS: FACEBOOK, LINKEDIN, TWITTER & YOUTUBE

Brands should leverage these channels to  
align with the community's media habits.



### KEY LIFESTYLES: "METRO RENTERS" & "LAPTOPS AND LATTES"

Socially active, digitally  
connected, and urban lifestyle.



### DRIVEN BY SOCIAL STATUS & CONNECTIVITY

Socializing, professional  
success, and maintaining an  
upscale lifestyle are top  
priorities.

**2.7%**

### UNEMPLOYMENT RATE

Significantly lower than the US  
average, indicating a stable  
professional community.



### SPENDING PRIORITIES: RENT, FASHION & TECHNOLOGY

A large portion of high income is  
directed toward premium goods  
and services.



### EFFECTIVE CONTENT FOCUSES ON LIFESTYLE & GROWTH

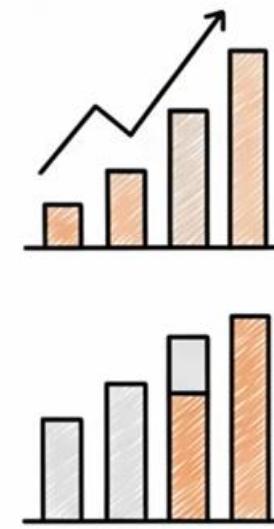
Highlight local events, tech trends,  
and professional development to  
capture their interest.

**LinkedIn is a critical channel for reaching this audience of ambitious business and finance professionals.**

While active across multiple platforms, LinkedIn is uniquely aligned with the 60601 resident's focus on professional growth and networking. Engagement here is not just social; it's a career imperative. This platform offers a direct line to their professional identity and aspirations.



# Decoding Chicago's 60601



# Earning \$200K, Worth \$63K: The Astonishing Financial Reality of Chicago's 60601

## Introduction: Beyond the Skyline

When you picture Chicago's 60601 zip code, you likely envision the iconic skyline, the bustling streets of the Loop, and the towering office buildings that define the city's commercial heart. But who are the people who actually call this urban epicenter home? What is life truly like behind the glass and steel? A deep dive into the demographic data of 60601 reveals a fascinating and often counter-intuitive portrait of its residents. The numbers paint a picture that goes far beyond the typical "young professional" stereotype. This article explores the most impactful takeaways about the lifestyle, finances, and identity of those living in one of Chicago's most prestigious zip codes.

### 1. The Income Isn't Just High—It's Stratospheric

The residents of 60601 are wealthy, but the scale of their earning and spending power is staggering. The median household income is an impressive **\$123,853**, and the average household income reaches **\*\*\*\*\$ 200,450**. This economic power is solidified by an extremely low unemployment rate of just 2.7%, indicating that these high-paying jobs are not just plentiful but stable, making the area's financial concentration even more formidable. However, the most revealing statistic is the disposable income. This figure represents the money left over after taxes for spending and saving. Per Capita Disposable Income: \$127,919 This isn't household spending power; the data shows that on average, each individual man and woman has \$127,919 in disposable income annually. It's a financial reality that highlights an immense capacity for lifestyle consumption and shapes every other aspect of life in the area.

### 2. The Entire Neighborhood Fits Two Modern Archetypes

Demographically, 60601 is remarkably uniform. The population is almost entirely composed of just two distinct lifestyle segments: "**Metro Renters**" (57.1%) and "**Laptops and Lattes**" (42.9%). These labels describe a community of young, urban, and socially active professionals. Residents are digitally connected and place a high value on socializing. For a neighborhood to be so completely dominated by these two profiles suggests the creation of