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**SPRING EVENT, MAY 23**

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**MARCH 2019**



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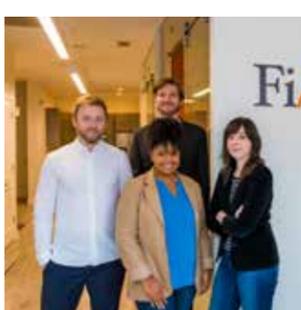
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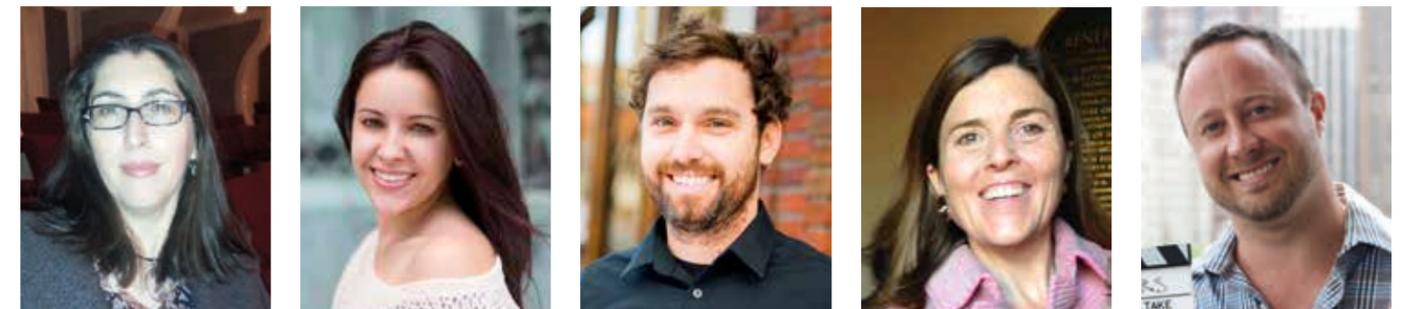


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Ania Kozera has over **fifteen years** of mortgage industry experience, accumulating her knowledge from various brokers, mortgage banks and lenders. She is a **four-time** Chicago Magazine 5 Star winner with a primary focus on providing the best customer service experience possible through her understanding of client needs.

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-Michelle B. ”

“ Ania and her team were amazing to work with. They made the stress of buying a home tolerable. The process was smooth. Ania pulled a bit of a miracle as my closing deadline was tight, but she and her team ensured that I closed on time. Thanks so much Ania, Tim, and team. It was great working with you!  
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# Publisher's note



Kudos to Barbara O'Connor, Josh Weinberg, Kate Waddell, Collin Wasiak, and Phil Byers for giving their time and talents at our winter event on February 8th. My cup is overflowing with gratitude for the opportunity to be acquainted and connected with these individuals. They gave up most of their day to help 175 other REALTORS® in the field because they believe in an abundance mindset. As Barbara O'Connor so eloquently put it, "We need to cut the riff-raff out of the real estate industry." This statement could not be more true. Countless indifferent agents have ruined it for the REALTORS® who actually do their job properly and exceed client expectations.

One does not call Comcast customer service when their service is working great to let them know they appreciate the awesome job they are doing. When DO we call? We call when things don't work right or when something goes wrong. The real estate industry has similar parallels. The top agents do not receive enough credit when a transaction goes smoothly, but they never hear the end of it if something doesn't go according to plan. I have the utmost admiration for our panelists and moderator who took time out of their busy schedules to raise the standard of the Chicago Real Producers community.

If you missed our February event, it was probably a good thing as it was standing room only. Haven Home Staging & Redesign graciously donated over 60 chairs to provide extra seating to the REALTORS® who attended. Onward Chicago, our host venue, was more than accommodating. Watch for event photos in our next issue!

Save the date for our spring event which will be held on Thursday, May 23 from 12 p.m. to 2:30 p.m. at Rhine Hall Distillery in West Town (2010 W Fulton St. 60612). Details on page 14.

Yours in Success,

**Andy Burton**  
Publisher, *Chicago Real Producers*  
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## Enjoying the Life of Real Estate

# Gina PURDY

▶▶ agent feature

By Chris Menezes  
Photos by Carlos Miranda

“Real estate is my life. It is not just a job, or even a career. It is a lifestyle and I love everything about it,” says Gina Purdy.

Gina describes her life prior to real estate as mundane, revolving through the 9–5 corporate offices of United Airlines’ communications department. It was not a very exciting job for someone like Gina, who really values relationships and connecting with people in person. Although working at the airport at United would not be her final destination, professionally speaking, she did land the best and last boyfriend she would ever have to have while there.

When Gina met her husband, Patrick, it was apparent to both of them that they were both just “circling the runway” of life in terms of the jobs they had, and that they wanted to take off and build a new life together. Soon after they started dating, Patrick told Gina that he was going to pursue a career in law enforcement as a Chicago police officer. Little did Gina know that the Chicago Police Department would later help get her real estate business off the ground in Edgebrook.

During this time, Gina’s mother, Donna Keenan, had recently left the corporate world to pursue a career in real estate. She loved it so much that she convinced Gina to join as well.

“It was contagious. I wanted to come home from work [feeling] excited every day, too,” says Gina. “For as long as I can remember, I’ve always wanted to be just like my mom. She was a single mother who raised us four children on her own, sometimes while working three jobs. She is the hardest working, most driven person I have ever known.”

Gina followed Donna’s example and became a REALTOR® in 1997. At the time, a lot of Gina’s friends were starting to buy their first homes in the western suburbs, and that helped to kick-start her career. Gina’s life quickly went from mundane to exciting, helping her friends find houses and going to work every day with Donna.

“Donna is the reason I am here today. She taught me everything I know about this business. We had so much fun working and learning together over the years,” says Gina. Although Donna has since slowed down her real estate business, she still helps Gina behind-the-scenes with moral support and advice.

When Gina and Patrick got married, they had to have a city address since Patrick was now a Chicago police officer. They moved to Edgebrook, and although she knew she would eventually have to move her business from the suburbs to the city, too, she allowed it to happen naturally, and it did.

••• Gina had worked at the Baird & Warner Mt. Prospect office with her mother for nine years. When that office merged with the office in Arlington Heights, she decided that the Park Ridge office was a good compromise—being that her mother lived in the suburbs, and it was easier for Gina to drop off her two little girls at school and then commute to the office—so she moved her business there.



When the Park Ridge office *also* merged with Arlington Heights, Gina finally made the move to Edgebrook. Although she felt that she always belonged in Edgebrook, she knew transitioning her business from the suburbs to the city was not going to be easy. A couple of well-known, successful REALTORS® were already there, and Gina was entering as a solo agent. However, as Gina became more involved with the community, her business began to flourish.

Gina and Patrick were already members of the neighborhood parish, St. Mary of the Woods, but when Gina started working in Edgebrook, she became the secretary for the neighborhood association, hosted Halloween parties for kids in the church basement, and even served as the vice president of the parish's Women's Club. She supports local school fundraisers, was very involved with her kids' schools and remains active. She also started to help many CPD families buy and sell in Edge-

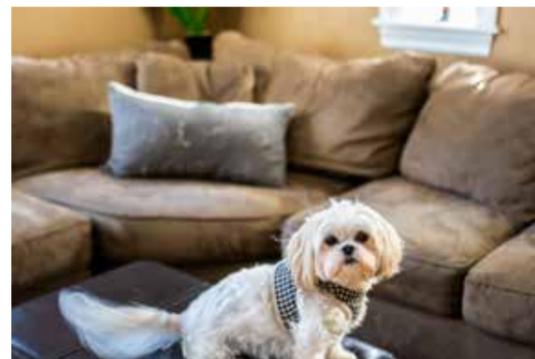
brook and all over the northwest side. Her good work brought her many referrals.

"I'm very grateful for the support of my community," says Gina. "I still have clients in the suburbs and love going there; it gives me the chance to pop in on old friends and family. I do feel this business has helped me stay in touch and keep relationships with people I may have naturally lost touch with [otherwise]. One of the most rewarding things about this business is the people, and the relationships I have made.

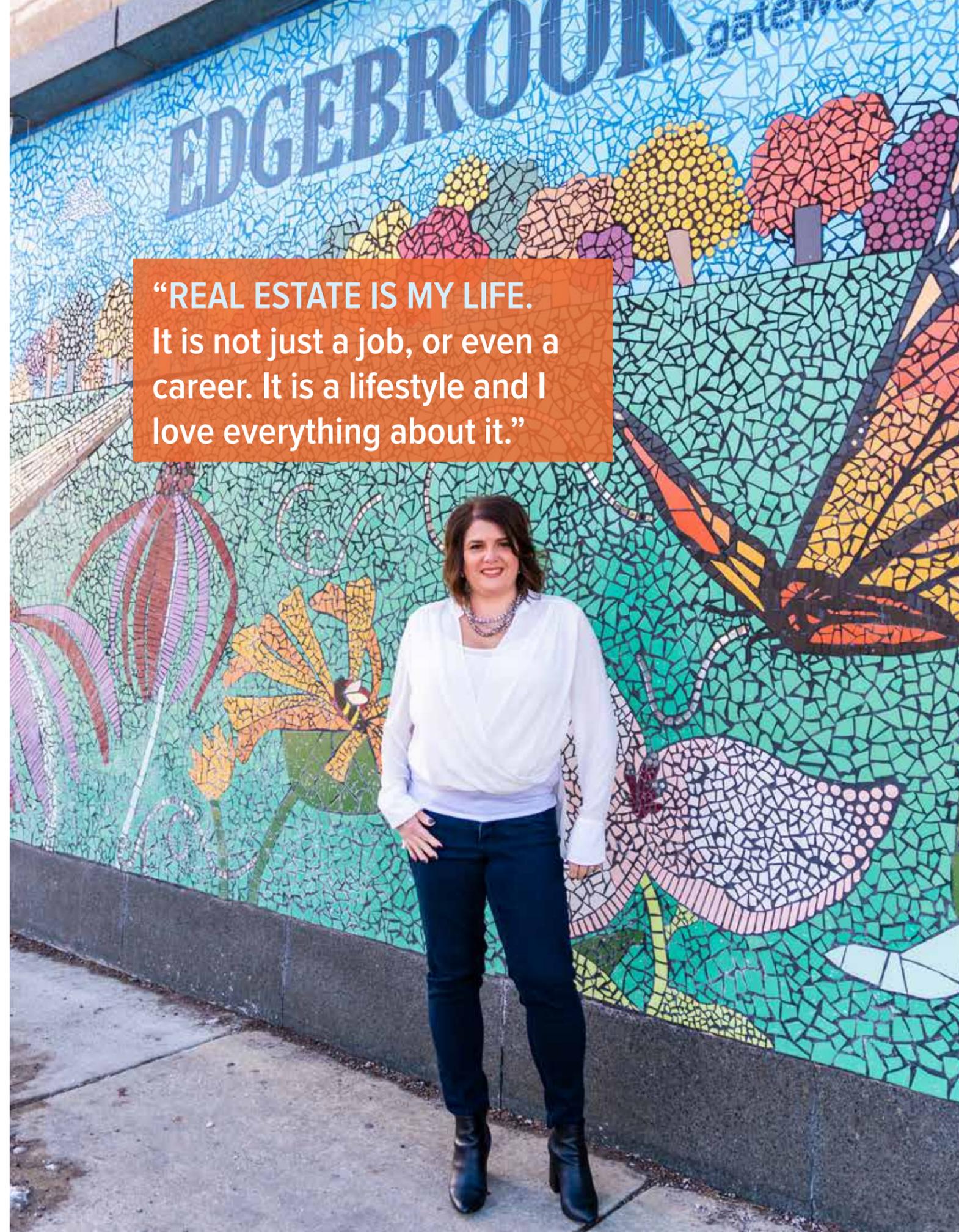
One of the turning points in Gina's career was hiring her assistant, Carrie. "Carrie is much more than an 'assistant' to me! We met when our daughters started kindergarten together. We have been in the trenches of mothering our girls together—joining parenting groups, book clubs, volunteering, and traveling to weekend retreats to become better parents and better people! I thoroughly enjoy brainstorming with her. Knowing I have her in my corner is the best feeling," says Gina.

Gina and Patrick's daughters, Delaney and Riley, are both in high school. Gina considers them part of her team as well—they'll text her dictation for her while she's driving, confirming, declining, and adding appointments to her calendar. "I'm so grateful to have understanding daughters, and I love that they are hands-on and see how hard I work. Their love and support has been unconditional," says Gina. Gina is also grateful for their dog, Ginger, who waits for her to come home every day.

"Real estate is my life," says Gina. "I don't clock out at 5 p.m. and start up again the next day. For me, it's really a 24/7 business, and I feel very fortunate that I have been successful at it."



Gina's dog, Ginger



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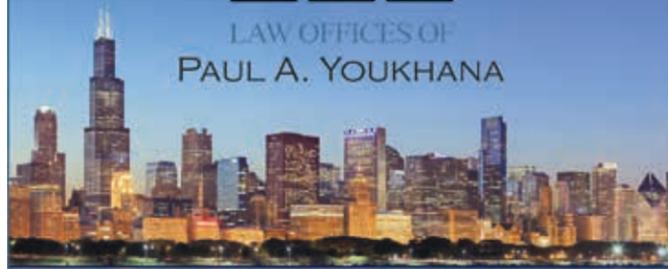


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# MARIO

## DiLorenzo

## *By Family, For Family*

**Mario DiLorenzo considers himself a real SOB—** Son of a Broker. His mother was a broker in the 1980s who owned a RE/MAX brokerage in Jefferson Park until selling it in 2005. “Without a doubt, I became a REALTOR® because she inspired me to do so. I learned so much from her as a REALTOR®, a business owner, and as a person,” says Mario.

While Mario’s mother had a direct influence on his real estate business both as an example and as a mentor, Mario looked up to his father as well. His father owned an Italian restaurant called Roselii’s that operated from 1968–2008 in Jefferson Park. Growing up with two entrepreneurs for parents, Mario learned the benefits of hard work and discipline. While he knew that hard work was key to success in life and business, it wasn’t





“I am truly blessed to work in an industry with so many wonderful people. They inspire me to do better. Not only do they produce at a high level for the betterment of their lives and the lives of their families, but they also give so much back to our industry and to the community,”

••• until he got older that he recognized the other attributes that contributed to his parents’ success.

Before the Miracle Morning was even a thing, Mario watched his parents wake up around 5:00 a.m. every day to get a head start at their businesses. His father arrived at the restaurant early to prepare sauce, make dough, and prep the specials, while his mother arrived at her office to prepare and strategize for her clients.

“While they wanted me to go to college, they probably both taught me more through their experiences than any book did,” says Mario.

Mario jumped into real estate immediately after graduating from Indiana University in 2003. His mother be-

came a direct mentor to his business, and though she has since passed, as has his father, she instilled in him principles and practices that have shaped his entire career: Mario followed her example and started his own brokerage in 2007. And as she did, he donates to RPAC, gives back to the industry through the Chicago Association of REALTORS® Grievance and Professional Standards committees, and he volunteers with Illinois REALTORS® in their public policy, pro standards, and ethics citation programs.

While Mario started his brokerage at the onslaught of the recession, he survived, he says, through the “loyalty of the great agents working for him,” and by doing many foreclosures and short sales. As the market began to recover in 2011, no longer forcing him

to just sell foreclosures for banks, he was able to get back to his true passion—helping people buy, sell, and invest in real estate—and his business began to recover. Every year, he did a little better and continued to master his craft, earning his first Top Producer award in 2012 from the Chicago Association of REALTORS®.

Becoming a C.A.R. Top Producer just motivated Mario to do more. In 2015, he was given the opportunity by two of his business partners to be an investor and owner in the Keller Williams Chicago-O’Hare market center where he is the current managing broker.

“I am grateful every day for the amazing people I get to work with,” says Mario. “Coming to Keller Williams helped me realize how much I needed

leverage, which led me to making one of best business decisions of my life: hiring my director of operations, Joe DiLorenzo. Joe is definitely the yin to my yang in business and runs all the systems of the Mario DiLorenzo Real Estate Team.”

As Mario hit new heights, his competitive nature continued to drive him, which accumulated at the end of 2017 when he won the Top 1% award from C.A.R. After learning about the different levels of that award—Silver, Gold, and Platinum—Mario became inspired by his fellow award-winning colleagues to continue to raise the bar for himself.

“I am truly blessed to work in an industry with so many wonderful people. They inspire me to do better. Not only do they produce at a high level for the betterment of their lives and the lives of their families, but they also give so much back to our industry and to the community,” says Mario.

Mario’s true passion now is giving back. When he opened KW Chicago-O’Hare, he was asked to be on the Agent Leadership Council for their



Mario and his Director of Operations, Joe DiLorenzo

market. Since then, he has chaired various committees, and, with his office, has been able to do great things for the community. As an office, they’ve packaged over 50,000 meals for Feed6; they’ve twice partnered with Lydia House, a Chicago-based orphanage, to work, clean, paint, organize, cook, and play with the

children; and they’ve started an annual golf outing that has raised over \$100,000 in three years for Make-A-Wish Foundation of Illinois, KW Cares, Cameron Can, and the Douglas Center.

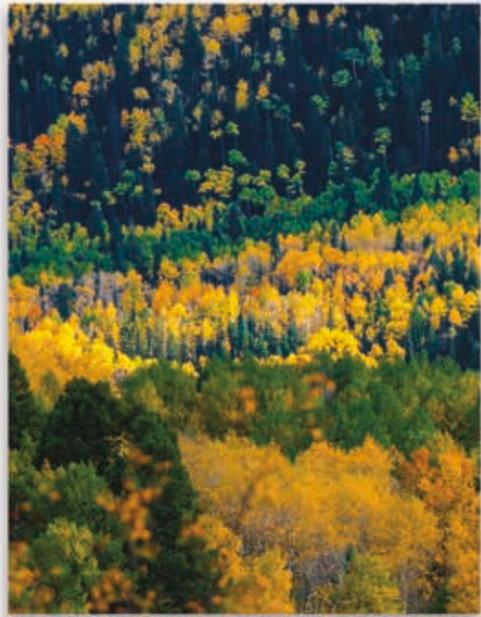
Mario is inspired by the KW motto “Gross a Million, Net a Million, and Give a Million.” “Living out this motto will help me leave a legacy my family will be proud of. To accomplish this is my ultimate goal,” says Mario.

Mario and his wife, Tina, have been married for 13 years. They have three children—Sofia (10), George (7), and Francesca (3). Mario regularly jokes that he married Tina for her Bears season tickets. They love tailgating Bears games, traveling, and spending time together—especially running around to all the activities their kids are involved with.

“They are my ‘One Thing.’ Everything I do, I do to better their lives and make them proud. They support me 100 percent, and I honestly do not think I could do it without them,” says Mario.



Mario and his wife, Tina



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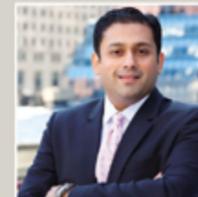
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▶▶ agent feature

By **Chris Menezes**  
Photos by **Carlos Miranda**

# PASQUALE

recchia

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Ever since he can remember, Pasquale Recchia has been involved in some type of entrepreneurial endeavor—from selling chocolate door-to-door as a kid to helping create a coffee brand and café at DePaul University, and also creating a wireless device business that spanned from the Chicago, Illinois market to both Scottsdale and Phoenix, Arizona, all while in college at DePaul University.

... **P**asquale's wireless business became a leader in wireless activation, and it grew to the point where he had to decide whether he wanted to expand the business or change directions entirely and go into real estate. When Pasquale decided for the latter, his then-business partner parlayed the business into a successful online accessory company, which was eventually sold to a third party.

A first-generation American from a big, Italian family, Pasquale was always told that if he wanted to have a successful future, then he needed to purchase real estate as soon as he could. In June of 2002, during his junior year of college, Pasquale began working with the Ian Schwartz Group, assisting Ian in all aspects of the business.

"Initially, working with the Ian Schwartz Group was an opportunity that allowed me to explore the real

estate industry and get through college with a good paying job. But after graduation, the love I developed for the business grew into an opportunity to greatly impact peoples' lives, which made me want to continue to grow as a REALTOR®," says Pasquale.

With Ian as a mentor, Pasquale gained a tremendous amount of knowledge and experience over the next eight years. Then in 2010, when the market was at an all-time low, he decided to leave the Ian Schwartz Group and join @properties. Although he was scared at the time, leaving the security of the group, he knew it was the right move if he wanted to create a successful real estate business for himself.

"There was no turning back at that point, no safety net. I owned a home, an investment property, and I had drained all my savings and was running on credit. But I continued to work hard, knowing the market would recover. I didn't know when or how it would, but I just knew if I worked hard enough, I'd be able to sell even in the worst economic climate possible. Luckily for me, it panned out," he says.



"We all should find time to give back to the community in some way. We've all been given opportunities by someone because they saw an ability within us. We shouldn't take that for granted, and should try to do the same for someone else."



Photo Submitted: Pasquale and members of Big Shoulders Fund enjoying a day at the school



Photo Submitted: Pasquale and members of Big Shoulders Fund enjoying a day at the school



Photo Submitted: Big Shoulders Fund, Lend a Shoulder Day. 8th grade class learning about the stock market program. The stock market program gives an introductory insight to finances, the market, and understand the value of a dollar.

It definitely did pan out for Pasquale. Since being on his own, Pasquale has sold \$128,445,192 in volume and has been named a Top Producer by the Chicago Association of REALTORS® several times. Last year, he sold a total volume of \$20,558,569.

"The most rewarding part of my business is watching clients grow, whether it's upgrading their home or creating a family. You become a major part of their lives and that's very rewarding," he says.

Pasquale plans to continue to add value to his clients and to continue to grow his business within the real estate industry. He still believes what his family told him about real estate and plans to personally invest as much he can into it.

His big, loving family has gotten bigger through marriages and the additions of nephews and nieces. When he isn't working, he loves spending time with all of them, laughing loudly around the kitchen table, and he also loves traveling.

Outside of real estate, Pasquale is very involved with the Big Shoulders Fund. Big Shoulders provides mentoring, tutoring, and teaching accountability to ensure its students have access to quality education from kindergarten through 8th grade, go to high school, and attend college. He is currently the co-chair of the auxiliary board, which raises over \$100,000 a year to support children's tuition. Last year they assisted with providing over 100 scholarships.

"We all should find time to give back to the community in some way," says Pasquale. "We've all been given opportunities by someone because they saw an ability within us. We shouldn't take that for granted and should try to do the same for someone else."

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# Melanie

## EVERETT

**Storyteller Turns  
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**J**ust married, launching her own firm, and hitting her stride at 25, Melanie Everett is taking on the real estate industry and embracing life. Pulling in a total of \$47,233,350 in career volume sales in just four years, she left her former brokerage in 2019 to step out on her own as Melanie Everett & Company. She describes her new company as “a mighty team of two.” Her partner is Courtney Funkhouser, a CPA and former accountant.

Melanie, the eldest of three children, grew up in Hinsdale, Illinois. With two younger brothers, she led the pack. As a little girl, she dreamed of running her own company. She always felt a strong itch to build something from the ground up. She attributes this desire to the influence of her father, who is also an entrepreneur. He encouraged her to go out on her own and stretch herself.

A journalism major at DePaul University, she was debating what to do after college as she entered her senior year. She explains, “Writing has been my thing since I was really young, so it was natural for me to choose journalism, but I was burned out on it.” Contemplating waiting tables and looking for a new direction, her dad suggested she become a realtor. He said to her, “How hard can it be?”

As it turns out, it’s really hard. But Melanie started strong right out of the gate: She won Coldwell Banker’s Rookie of the Year award in 2015, and she made *Realtor Magazine’s* 30 Under 30 list in 2017. In 2018, she rose from the top 2 percent to the top 1 percent among Chicago REALTORS® and became a President’s Club Member at Coldwell Banker. She closed a cool \$19.2 million in sales volume in 2018. ...



Photo Submitted: Melanie Everett & Company, Melanie and Courtney Funkhouser (Photo Credit: Courtney Cimo)



Photo Submitted: Melanie and her husband, Andrew, on their wedding day (Photo Credit: Courtney Cimo)

••• She had reached a point at her former brokerage where she realized she was designing all of her own marketing materials and getting all her own leads. She explains, “I started looking at what they were taking, and I thought, ‘I think I can do this on my own.’” She believed she could tell a better story. She decided to go out on her own in late 2018.

Mentorship has played an important role in her leadership development. She really connected with Andy Shiparski, who was her managing broker at Coldwell Banker for four years. (Andy is now at Compass.) And she still picks up the phone and calls Hunter Andre, the agent who trained her while she was studying for her real estate license, for advice.

Melanie Everett & Company’s online presence comprises the core of her business strategy. A writer at heart, she has a gift for telling stories and engaging people online. She has built her own digital platform, relying mainly on Instagram and her blog for marketing. She writes and shares online, allowing people to get to know her. Keeping her focus on service, she also asks her clients a lot of questions. She attributes her success to her commitment to service, digital prowess, storytelling ability, branding expertise, and strong faith. She boldly declares, “Her secret sauce is Jesus.”

For lead generation, she created her seminar, “So You Wanna Buy A Condo.” The seminar targets first-time home buyers. It’s a fun, relaxing, and informative event, and it’s also a powerful lead generation tool. The event generates about 100 leads for her each month.

While she was building a name for herself in real estate, back in 2016, Melanie met her husband, Andrew, on the dating app Hinge. He’s an engineer and a systems guy, and he has helped her out with all of the technical, backend aspects of her business. They are both a three on the enneagram: achievers. A well-matched and very happy pair, they bought a place together in Lincoln Park and were married in December of 2018.

When I spoke to Melanie, she was open about one of her biggest challenges—*anxiety*. She, like many others, worries a lot about what people think. Did she say the wrong thing? Are people happy? She struggles with it on a daily basis. She says that she is learning to take things in stride, but working on her anxiety is an ongoing process. For her, she says, “Faith helps me a lot. I’m a child of God. What does God think of me? He thinks I’m awesome, regardless of my sales volume.”

What’s striking about Melanie is how effortless she makes everything she’s accomplished at such an early age look. A dynamic woman with an abundance of grace, she takes her success in stride. Melanie’s innate sense of gratitude carries her forward. She explains, “I’ve been blessed with the support of family and friends.” Now the proud owner of her own firm, she is fulfilling her childhood dream of building her own company. Melanie exemplifies how much can one individual can accomplish by pursuing a dream with faith, determination and an awesome attitude.

She attributes her success to her commitment to service, digital prowess, storytelling ability, branding expertise, and strong faith. She boldly declares, ——— “Her secret sauce is Jesus.” ———





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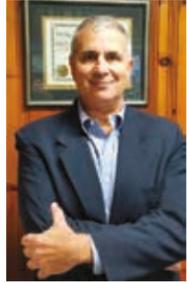


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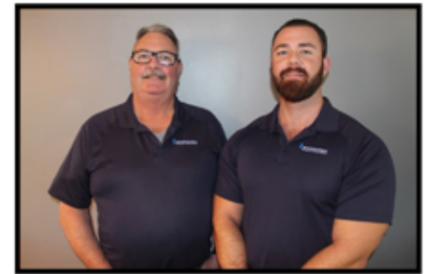
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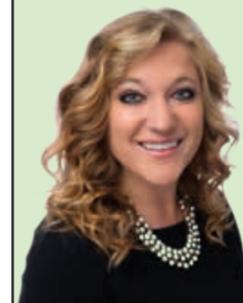
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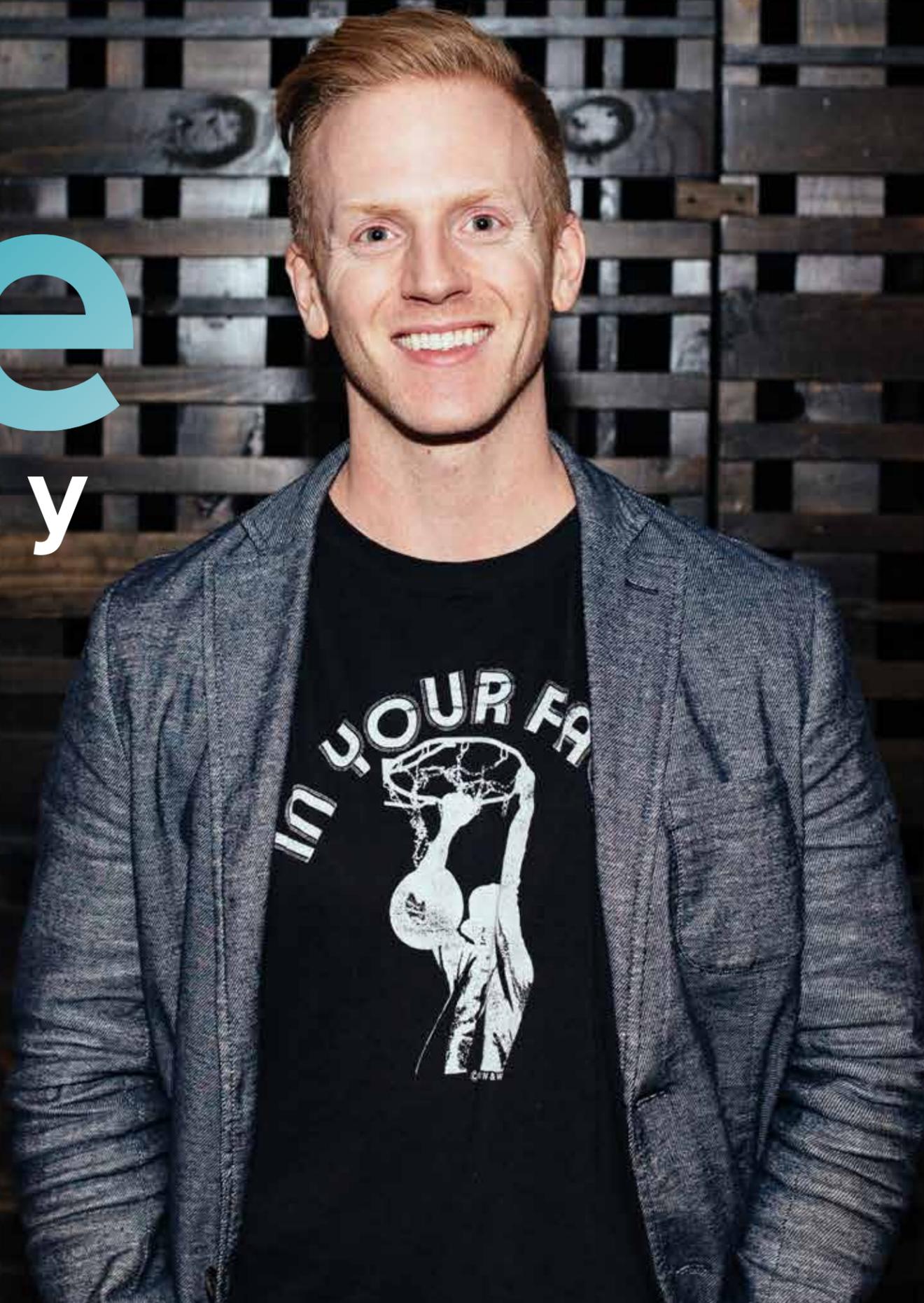
By Nora Wall

Photos by Heather Allison Love Photography

# Mike

## McElroy

An Outsider's Formula for Big Success:  
**Innovate & Streamline**



••• Mike McElroy has built one of the most successful real estate teams in Chicago by identifying weaknesses and improving efficiencies. Mike took a non-traditional route into the industry. He never joined a big national firm. Instead, he forged his own path and started his own firm. It's his outsider status that he attributes much of his success to.

Before getting into real estate, Mike sold advertising in corporate America and was experiencing what he describes as "a slow death" in his career. A friend, who was a leasing agent, introduced him to the apartment leasing business. Mike became a leasing agent and quickly realized that the rental market was being underserved. Spotting an opportunity,

he decided to break out on his own and get his managing broker license.

In 2010, he launched a small business from his bedroom in the midst of the biggest downturn in modern history. His bold move paid off. His apartment leasing agency has grown into a top real estate firm serving Chicago's renters, buyers, and sellers. Today, leasing comprises 20 to 30 percent of his company's business, and the majority of the revenue comes from sales.

During that time, access to rental data was fragmented. You essentially had two different ways to find an apartment: you could talk to an apartment company to find luxury rental listings through professionally-managed apartment communities,

or you could talk to a "traditional" broker to find private condos for rent on the MLS. Often times, the rental inventory data available online was inaccurate and scarce and very few agents had access to both. There was a knowledge gap on both sides. Since Mike was able to provide renters full access to both venues, it gave him a great competitive edge.

In late 2010, he landed his first buyer client. A friend called and said he was looking for a place. Mike replied, "Sure. How much do you want to spend each month?" His friend replied, "No, I want to buy a place." Quick on his feet, Mike told his friend, "No problem." And that is how he got his first transaction. His friend bought a condo that was in foreclo-



sure. Mike continues, "It's [still] the best deal in terms of value I've ever gotten for a buyer."

After making the transition into buying and selling, Mike identified inefficiencies in how real estate agents were conducting business. The market was shifting rapidly in 2011. It used to be that you had to go to a REALTOR® to find out what was available on the market; the information was not public. But that information was becoming readily available online, and REALTORS® needed to change how they conducted business. With most having a transactional mindset, though, they were still pushing clients along to get to the next sale. There was also a lot of inertia among REALTORS® then in that not a lot of agents were taking a step back and questioning how business got done. Yet technology was radically changing the market dynamics. Agents needed to adapt quickly. Because Mike was an outsider, he was able to be nimble and innovate. He wasn't attached to a particular process. Mike saw a big opportunity to improve efficiency and up the level of service provided.

Mike focused on streamlining the customer journey. He built his business

based on solving identified weaknesses. Mike explains, "When you buy a place, there are these little things that have to be taken care of, and nine out of ten times, it's going to be okay if you miss one. But there is that one time when it will cost you a deal or create a big problem, and that's what I wanted to solve." He saw that most agents were relying on their memory. However, the industry was shifting so quickly that new pitfalls were emerging every single day.

Mike created a system to follow a process. He and his team of agents at Center Coast Realty now have a checklist of more than 700 steps they follow when working with various types of clients. Mike explains, "Every time we learn something new, we add that to our process. With a lot of agents, they do something well, but they can't repeat it because they are not following a process. By following a process, we are able to identify what works, and what doesn't work, and then continually tweak the system down to a science." As a result, Mike and his team can easily replicate a successful client experience.

He approaches his business like a really nice hotel does. Hotels cater to the customer journey from begin-

ning to end. They strive to create an awesome customer experience. He explains, "People think systems are impersonal. The truth is, it's way easier to personalize things when you systemize them." Hotels typically have an abundance of turnkey processes. He continues, "The truth is that until you have a process that you follow every single time, you don't really have a business." A process fosters breakthroughs and innovation.

As a self-proclaimed outsider, Mike is committed to continuing to innovate within his industry. His success is the result of many incremental breakthroughs. He continues to stretch himself and push his team of agents to see things differently.

Early one morning, Mike woke up to a call telling him Center Coast's offices had been broken into. The thief had thrown a rock through the storefront window to get in and had stolen a few monitors. When Mike arrived on the scene, he picked up the rock and said, "This is a gift." Today, the rock serves as the company's "Breakthrough Award" — every time an agent has a big breakthrough, they get the rock. Sometimes you have to break things to have a breakthrough.



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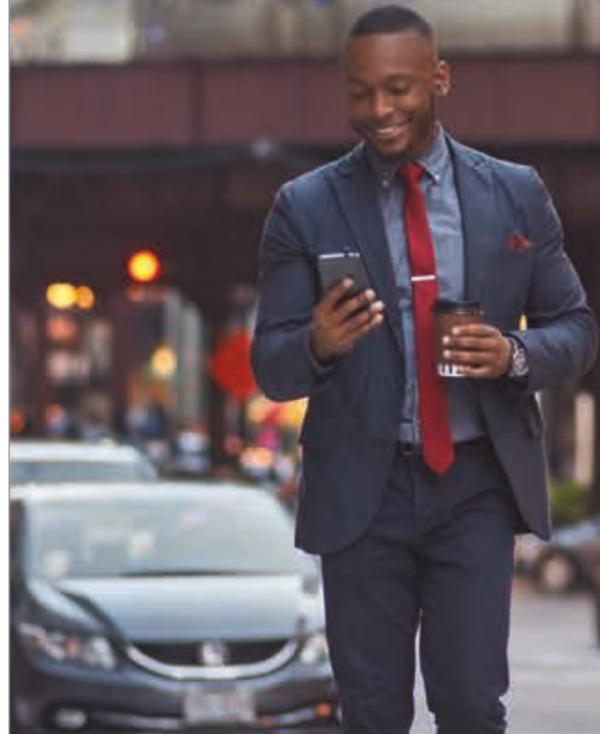
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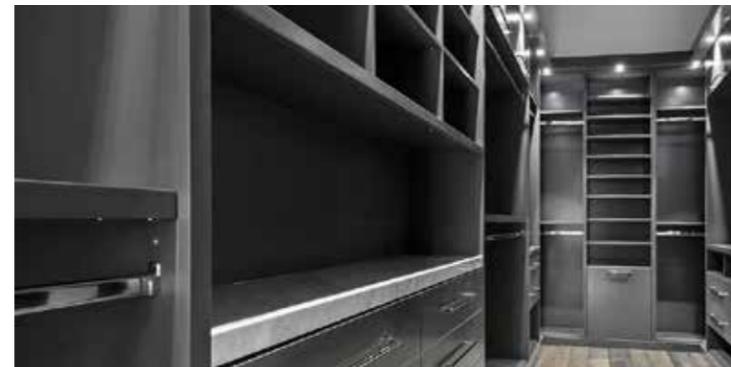
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business  
By Phil Byers

# SPEAKING EFFECTIVELY

## With Your Clients About the Market

As I write this, the new 2019 market has just begun, and my expectation after experiencing the 2018 real estate market in Chicago is that prices should dip this year. After all, there were fewer sales, and as I wrote last month, a dip in the number of sales is a leading indicator for falling prices. My job (and our job) this year will be to explain this truth to our clients so they can make informed decisions about their home sale. (And hopefully hire us!)

As agents, and as an industry, we struggle with effectively explaining how the market works. Others are doing that job for us—and they’re doing it poorly. The media, Case-Shiller, and friends/neighbors are all in our clients’ ears. And many times, that watered-down, inaccurate, or poorly contextualized information is getting in our way. If we, as agents, are not being market experts, then we’re just being “door openers.” We need to understand the market better. And we need to explain the market better. So how do we do that?

Last month, I wrote about how the NUMBER of transactions is an early indicator of a changing market. We all know the market was “soft” in the second half of 2018 (we could feel it). But if all we do is tell our clients that the market was “soft” and that “it’s really slow out there” and “you better price it right if you want to sell,” we’re not going to get very far.

Why is it that our sellers struggle to connect to that truth? Because the Wall Street Journal, or the president, or their neighbor will paint a rosy picture or tell a spectacular success story. They want to sell for more money. They heard stories about how awesome the market is (and they ignored or forgot the stories that are more realistic). Confirmation bias kicks in.

How can agents handle all this better? How do we position ourselves as experts? Here are three things you can start doing immediately:

**Tell them something [about the market] they’ve never heard before. Say it differently.**

Just being able to explain to a potential seller that the real estate market can usually be read by watching the number of sales go up or down is likely something they’ve never heard before. It will capture their attention.

The market had fewer sales in 2018. This is not fake news. On Chicago’s Northside in 2018, condo sales dropped 7.3 percent, and single-family homes had 7.1 percent fewer sales. This is significant, and not something our clients can read about in the Wall Street Journal. We need to share this information about our market with our sellers. Frankly, it’s our fiduciary responsibility to do so!

“When housing gets a cold, the economy got the flu.” I doubt many of your clients have ever heard that before. Take just a minute to explain the history of the housing recession (see last month’s article). It might help them understand what’s happening in our market: the economy is great, but housing has a sniffle.

### Put it in context.

People often ask me: “Where do you get stats? I want to share stats with my clients.” The answer is: DON’T SHARE STATS! By themselves, stats are vague. The media reports stats. A typical headline might be something like “Home Sales Rise 3 Percent in September from Previous Month.” This doesn’t teach anybody anything. In fact, who cares? In Chicago, home sale numbers (seasonally) are SUPPOSED to be down in September from August! So, how is this helpful?

We have to put the market in context for our clients. The number of home and condo sales DID drop in 2018. The questions your clients might be asking themselves are “What does that mean to me? Will my family have a smooth move? And will we get to our next home on time?” You have to help your clients understand. Remember, they have confirmation bias. A condo seller might remember their best friend sold with 31 offers for 25 percent over list price in 90 minutes when it was raining outside. They are going to expect the same result.

Share the sales counts back when the big housing recession hit. Such as, if speaking to a client selling in Northside Chicago: “Did you know? In 2007, home sales dropped just 2.2 percent from 2006. That was the beginning of the biggest housing downturn since the Great Depression. Last year, in this area, we lost more than 7 percent of the total sales.”

### Be clear, and be direct.

“I expect the value of your home to fall this year.” That will get someone’s attention. And it’s true! Selling isn’t telling, and we still do too much telling! Focus on getting the message across clearly. The new sellers you’re meeting with will remember the clarity they had when they talked with you. They might not like the truth, but (by and large) they’ll appreciate it.

And finally, don’t forget to give your clients time to process the information. Truth needs time to marinate, and considering the

fact that a home is typically your client’s biggest asset, they might need a minute to come to terms.

Next month I’ll write about the beginning of the 2019 market, and what we can expect, and how you can learn to watch the market yourself without waiting for stats or reports to tell you what’s happening.

Phil Byers graduated from Ohio University in 1995 with a Bachelor’s Degree in Journalism and went on to a successful nine-year career in public relations and consulting. He left consulting behind in 2003 and launched Byers Home Team with a mission to provide the best possible customer service and neighborhood market expertise available anywhere in Chicago. Along with a focused operations team, Phil is able to make sure every detail is considered during a client’s purchase or sale. With superb customer service and an obsessive focus on “knowing the market,” Phil has become a Top 1 percent Realtor® in Chicago.

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# LEAD Generation

## and Follow-Up Must-Dos

business

By Nick Nastos and John Floros



One of the hardest, but most important, activities that REALTORS® are challenged with is lead generation. This is a daily activity that must be accounted for in order to be successful. In our case, at Chicago's Property Shop, in the beginning, we focused the majority of our lead generation efforts by developing a website that, over time, with our SEO efforts, began to rank well and produce leads organically for our team at a high level.

As leads started to generate at a fast pace, we quickly recognized the importance, after many missed opportunities, of consistent follow-up. By establishing a great online presence, we were able to meet and interact with a lot of renters, buyers, and sellers. We leveraged those new relationships to venture out of just the online lead generation to a more person-to-person approach. We call them our fan base. We used our new contacts from our website to build our "fan base" to get us more leads and referrals.

A few other methods of lead generation that we have heavily focused on have been through our own listings for sale. Listings are great for lead generation, so we frequently and strategically host open houses and neighbor-only previews, and we circle prospects by cold calling and mailing flyers to the buildings and neighborhoods that we are selling in. With a majority of our initial lead generation coming from an online presence, we realized that it was important to receive great online reviews on Yelp, Google, and Zillow. But one of our favorite methods of lead generation has been through hosting events. We recently hosted our first ever, first-time home buyer seminar, which we called Homebuyer Happy Hour. It was a great success and allowed us to be involved in a more casual and intimate setting to build rapport and cultivate relationships with new groups of people.

We currently use Follow Up Boss, which is a CRM system that features many effective tools to stay organized with all of your current leads, past clients, and complete database. As important as it is to lead generate, it's just as important to have a good system to help you follow up with all of your new and existing contacts. Follow up Boss has a key feature called "smart lists" that helps you prioritize your frequency of communication with your database. This feature has been one of the most important tools we have implemented into our systems to not only retain past and current clients but to also help nurture new leads effectively and increase our closing conversion ratios. Smart lists, for us, are organized in five separate categories: daily, weekly, bi-weekly, monthly, and quarterly. These lists dictate the frequency of follow-up and communication with the leads in our database. We put leads and all contacts into those lists based on several criteria which include their purchase timeline, website activity, responsiveness, and availability. For example, if a lead tells us they are six months out from purchasing, we add them to our monthly smart list to make sure we follow up and check in with them on a monthly basis.

Past client retention, in my opinion, should be one of the most important parts of every broker's business. Early in our career, we failed to follow up with past clients and quickly learned that your past clients are your best referral sources and lead generation sources. We have implemented smart practices since then to make sure we always stay top-of-mind with our past clients and

keep in contact through hosting client appreciation events, sending monthly mailers or gifts, and just by picking up the phone and saying "hello." Taking the time to follow up on a more "old-school" basis has gone a long way, especially nowadays when everyone seems to be hiding behind emails and texts.

Obviously, when starting out you don't have many, if any, past clients. However, keeping in contact with your current clients, once you have a deal that closes, your past client will help you grow your business organically. That way, you'll avoid relying on all these gimmicky lead systems.

Also, it's good to remember that agents tend to be very transaction-minded rather than being relationship-minded people. Our team learned that the hard way a few years ago when we had clients we would randomly check in with and tell us about the new condo they recently purchased. Ever since we changed our focus to client relationship and consistent follow-up, we have seen great growth in our business and look forward to continuing these best practices to take our business to the next level.

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# GRAND OPENING!

*Keller Williams Chicago-Lakeview*

January 25 marked the official ribbon-cutting ceremony at the new Keller Williams Chicago-Lakeview office. Despite the snow and freezing temperatures, the grand opening celebration was well attended with more than 600 guests throughout the night, including friends, family, industry partners, and agents from all different brokerages. There was music, food, and drinks throughout the celebration, but what really made the night special were the speeches given by some of the managing and investing partners. Melissa Vasic, Keller Williams (KW) Chicago-Lakeview's team leader, explained the "WHY" behind this endeavor: "It is our vision to create a flagship market center that truly embraces the award-winning culture and model of KW, so that we can provide the most optimum environment for our agent partners' success."

Melissa gave credit to Pamela Saul, Lakeview's operating principal, for the drive and determination to build not only this location, but also the team at Keller Williams Chicago-Lakeview. The office is located at 1525 W. Belmont Avenue in Chicago, and it is approximately 10,000 sq. ft. in size. Pamela gave me a tour of the space. It houses more than 30 offices, an agent lounge, three kitchens, two conference rooms, and more. Pamela was especially happy

to point out the tech capabilities and training rooms provided at the new location, which will assist and enable their agents to learn and grow through the Keller Williams training and coaching programs. It is the passion for coaching and the mission for agent growth that bonds the leadership of the trio at the top: Pamela Saul, Melissa Vasic, and Mike Saladino, Lakeview's managing broker.

Starting with just over 60 agents—who, together, have produced about \$150 million in the last 12 months—Pamela made it clear that at Lakeview, the focus is on growth. Potentially, another 100 agents will work out of this office, and if those agents are willing to learn and work, Pamela and her team will actively help them grow. There is a scene in the movie *The Blind Side* where the tutor (Kathy Bates) is helping Big Mike (Michael Oher) reach his goals. She asks Big Mike, "Do you believe in me?" Then she follows up with, "I am going to get you there." We think they must have stolen those lines from Pamela!

I asked Melissa Vasic why they decided to open the new office in Lakeview. "Because of its centralized location and the tremendous number of agents that do business within the community, Lakeview presented itself as an amazing choice," Melissa said. Mike Saladino added that there are definitely additional expansion plans for KW, not only in Chicago, but throughout the rest of the world. Keller Williams is currently the #1 real estate company in the world, with over 190,000 agents, and we continue to grow.

Melissa also shared about her move to the new location: Pamela had approached her with the role of team leader a full year and a half prior to the new location's launch. Melissa said, "When Pamela shared her vision for Lakeview [with me], I knew deep in my core that I wanted to be an integral part of the market center's launch. Within three short years of embracing the MREA model and being in such a supportive environment, I have gone from being a dual-career agent to an investor partner and team leader at Keller Williams Chicago-Lakeview. I feel a responsibility to share my story to empower other brokers to shift their mindset from [being] an employee working FOR a brokerage, to that of a true business owner [who is] supported BY our systems, services, and technology.



Keller Williams Chicago-Lakeview will provide a culture of high productivity, innovative technology, and award-winning training to support the exponential growth of our agent partners. "No one succeeds alone; the 'who' you go into business with is very important. There is a reason why we are voted 'the number one happiest place to work' and I'm passionate about sharing why!"

I asked Mike Saladino, the managing broker, about taking on this big of a location with all of the competition from local and online brokerages around. "I think competition is a good thing in that it drives agents and companies to continually improve and be better—not only for the clients and communities that we serve, but also for our agents so that they can live their best life. Each agent needs to look at not only each company and what they can provide, but also the culture and fit of the individual office that they are deciding to join. Keller Williams is one that is run and led by agents, and agents are, therefore, our number-one priority. We truly put the agent first so that they can lead a life by design, not by default."

The investor core is as follows: Pamela Saul, operating principal; Melissa Vasic, team leader; Michael Saladino, managing broker; and leading agents Julie Dorger, Sara McCarthy, Stephen Hnatow, Eric Marcus, Tawnya McVicker, and Kara Moll.

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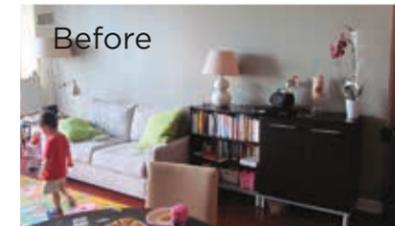
**CHRISTINE THOM**

COPY EDITOR & WRITING COACH  
CHRISTINE@STARDUSTEDITORIAL.COM

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# Rooms Redux

## Profitable Property Transformations



Before



After



Before



After



Before



After

Philip & Rooms Redux Chicago have become a vital and integral part of our team over the past 10 years. In today's challenging real estate market, it is critical to utilize Philip's services in order to put our seller's best foot forward and achieve the highest possible sales price in the least amount of time. This can be especially crucial when selling a property that has a unique layout. We strongly believe that his staging has been one of the key reasons why our sellers have been so successful in achieving their sales goal.



- Christie DelGreco & Lynn DelGreco

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Philip George Popowici, Owner  
Email: Philip@roomsreduxchicago.com



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▶▶ partner spotlight

By **Chris Menezes**  
Photos by **Carlos Miranda**

# Fix It People

Not Your *Average* Handyman



••• For Tom Patton, home improvement and construction is a family legacy. When Tom was just a boy, growing up in Australia, he watched his father build the house that they lived in for fifteen years. He came to appreciate the persistent hard work and step-by-step detail that his father put into building their family home; it was love made tangible. Tom's father was always involved in property development and construction, which is how Tom came to fall in love with the industry.

As Tom got older, he began to dream about moving to America and start his own home improvement and remodeling business. At the encouragement of his mentor, Tom's high school rugby coach, whom he remains close to today, Tom decided to leave Australia and chase that dream.

Tom took over Fix It People three years ago and has since tried to encompass the love and passion for construction and home improvement that was instilled in him from childhood. Just like when he was able to watch the vision of his childhood home come to life, Tom loves watching people realize the vision they have for the improvement of their home and investments.

"We genuinely love what we do. That care shines through everything, and it creates a fun-loving environment everywhere we go. Instead of offering only one specific trade, we've been able to create a business model and a large enough team that allows us to provide a whole slew of services to our customers while maintaining an extremely good turnaround time," says Tom.

As one of Chicago's premier resources for home improvement and remodeling, Fix It People offers a myriad of services that encompasses everything from changing light bulbs to painting/drywall, electrical, plumbing, carpentry, tiling, flooring, framing installation, as well as full remodels. There is virtually nothing they can't do.

Tom takes pride in his reputation, not only as a superior craftsman, but also as an honest business owner in the community. "We understand that when a REALTOR® recommends someone to their clients, it's their reputation on the line as well. That's why we always go above and beyond to make clients happy. We ensure that by recommending us, it further proves to the client that they made the right choice when selecting their REALTOR®," says Tom.

Not only is Tom talented at building and remodeling kitchens, but, with a passion for cooking, he is talented within them as well. When he isn't working or having fun in the kitchen, he enjoys playing and watching sports, and he has become a die-hard Cubs and Bears fan. He has a close group of friends that have become like family. They all enjoy visiting all of Chicago's unique neighborhoods and experiencing all of the great food options within those neighborhoods.

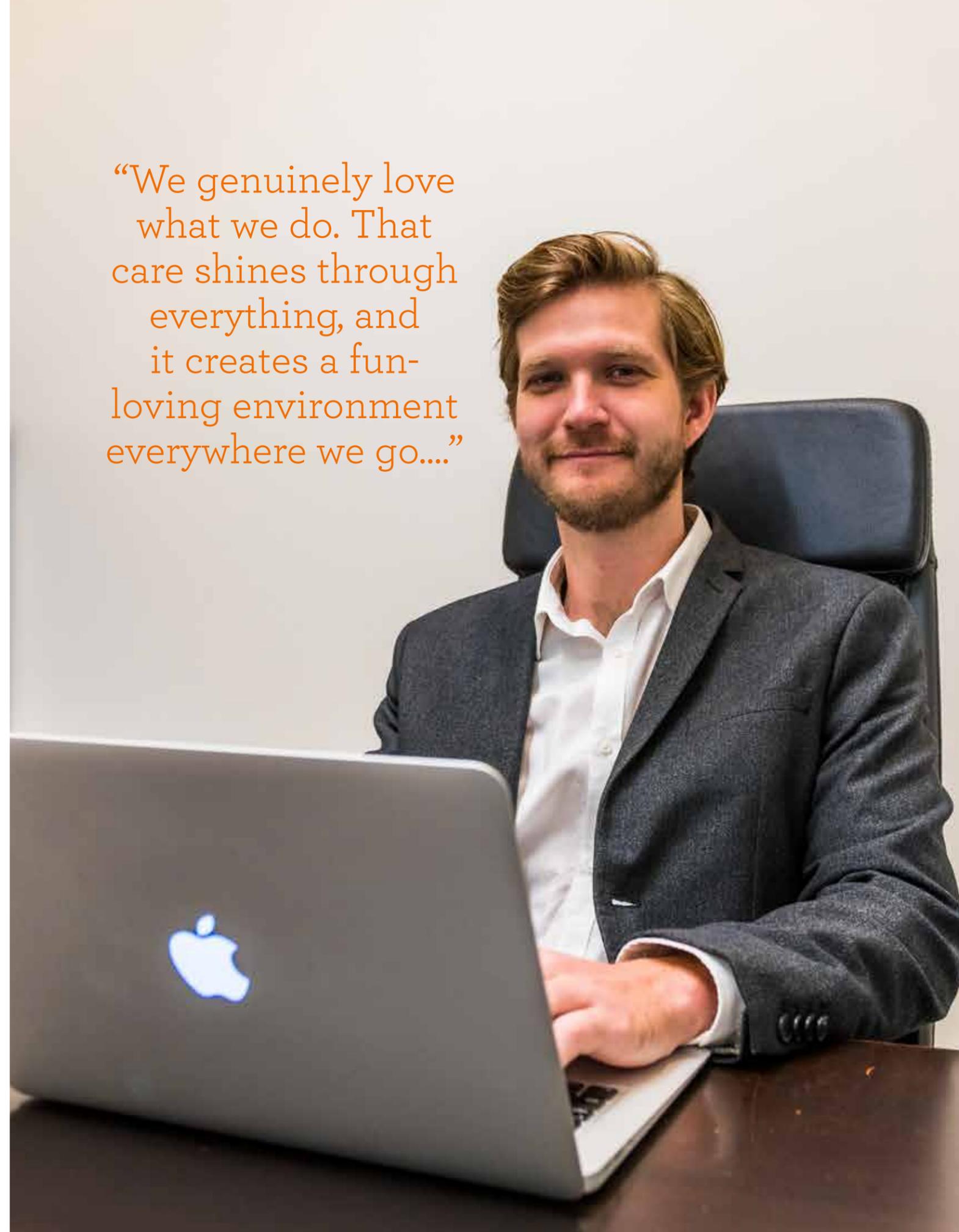
To contact Tom Patton and Fix It People, call **312-898-9300** or visit [www.fixitpeople.com](http://www.fixitpeople.com).



"We understand that when a REALTOR® recommends someone to their clients, it's their reputation on the line as well..."



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# JASON O'BEIRNE

Hitting *all* the  
Right Notes

▶ cover story

By Chris Menezes  
Photos by Heather Allison Love Photography

When Jason O’Beirne first moved to Chicago after graduating from college, he had dreams of becoming a musician. He’d grown up in a “monocultural city,” as he put it, in Michigan, listening to Chicago bluesmen on the radio and dreaming of moving to a big, diverse city to imitate the sound of Muddy Waters and Magic Sam. Although he earned a degree in math and physics, having an analytical as well as an artistic mind, he was more interested in being a free spirit than working a desk job.

Upon entering the magical city of Chicago, Jason immediately got some good gigs as a guitarist and began living a version of the life he had always hoped for. As he kept meeting more musicians along the way, however, he began realizing just how unstable that lifestyle could be.

Now, Jason had been hustling his entire life, working jobs like paperboy, dishwasher, retail clerk, housepainter, sandwich artist (at Subway), and ladies’ shoe salesman ever since he was young; so, he was familiar with “unstable,” but the real hard truth of what it might look like to have that kind of lifestyle long-term, and what it would take to really make it, was starting to sink in for him. “The reality was that I just didn’t have the talent to make it as a musician,” says Jason.

Jason was working in the apartment-finding business during this time, and the landlord of the apartment he was renting noticed how hard he was working. Jason’s landlord was a REALTOR® with Jameson. He encouraged Jason to get his real estate license and then set him up with an interview at his brokerage. Jason has been there ever since.

Once Jason started selling, he realized that to be any good as an agent,

he had to make a tremendous, “all-in” commitment. He decided that if he couldn’t do music full time, he wanted a job that still allowed him to work independently, and it seemed that real estate could offer that. Although he didn’t know it at the time, his ability to be creative, analytical, and driven to succeed, would be a boon to his clients and career.

Since becoming a REALTOR®, Jason has always been more interested in doing a great job with the business he already had rather than trying to get more business. Ironically, this approach has, in turn, brought him more business—through referrals. Seventeen years later, Jason is still focused

on the process—he’s as committed as ever to being more organized, more efficient, getting better systems in place, and doing a better job at each and every step along the way.

So what has been the result of his work over all these years? Jason has established himself as one of the most active developer agents in the city, specializing in new construction and the rehabbing of single-family homes. Every year since 2008, he’s been named a CAR Top Producer and a Jameson Sotheby’s Top Producer. He has been in the CAR Top 1 percent since 2010, and in 2017, he was also recognized by CAR as the top residential agent for units and volume sold in the Irving Park Neighborhood. In 2018, he was recognized by Crain’s as one of the most Influential Residential Real Estate Brokers in Chicago and was featured in *Men’s Book Chicago* as a Real Estate Visionary. Most recently, he was selected as one of Crain’s 2019 Notable Residential Real Estate Brokers. And if you want to put a number to all this recognition, it quantifies to over \$265,000,000 in career volume.

“This job is like a whirlwind of activity every single day. Closing deals is great, but what really makes me feel



••• best is when someone seems to appreciate my intention to do right,” says Jason. “I really want everyone on both sides of the transaction to feel like they were treated right. I put so much effort in trying to make my clients’ lives easier. Yet there seems to be the assumption that getting paid is all we [agents] need [in order] to feel good about a deal. It sounds childlike, but a sincere ‘thank you’ or ‘good job’ really means a lot at the end of the process.”



At the end of day, Jason really just wants to make enough money to support his family while still conducting himself in a way that he can be proud of. He wants to work hours that allow him to be super

**“I really want everyone on both sides of the transaction to feel like they were treated right. I put so much effort in trying to make my clients’ lives easier.”**

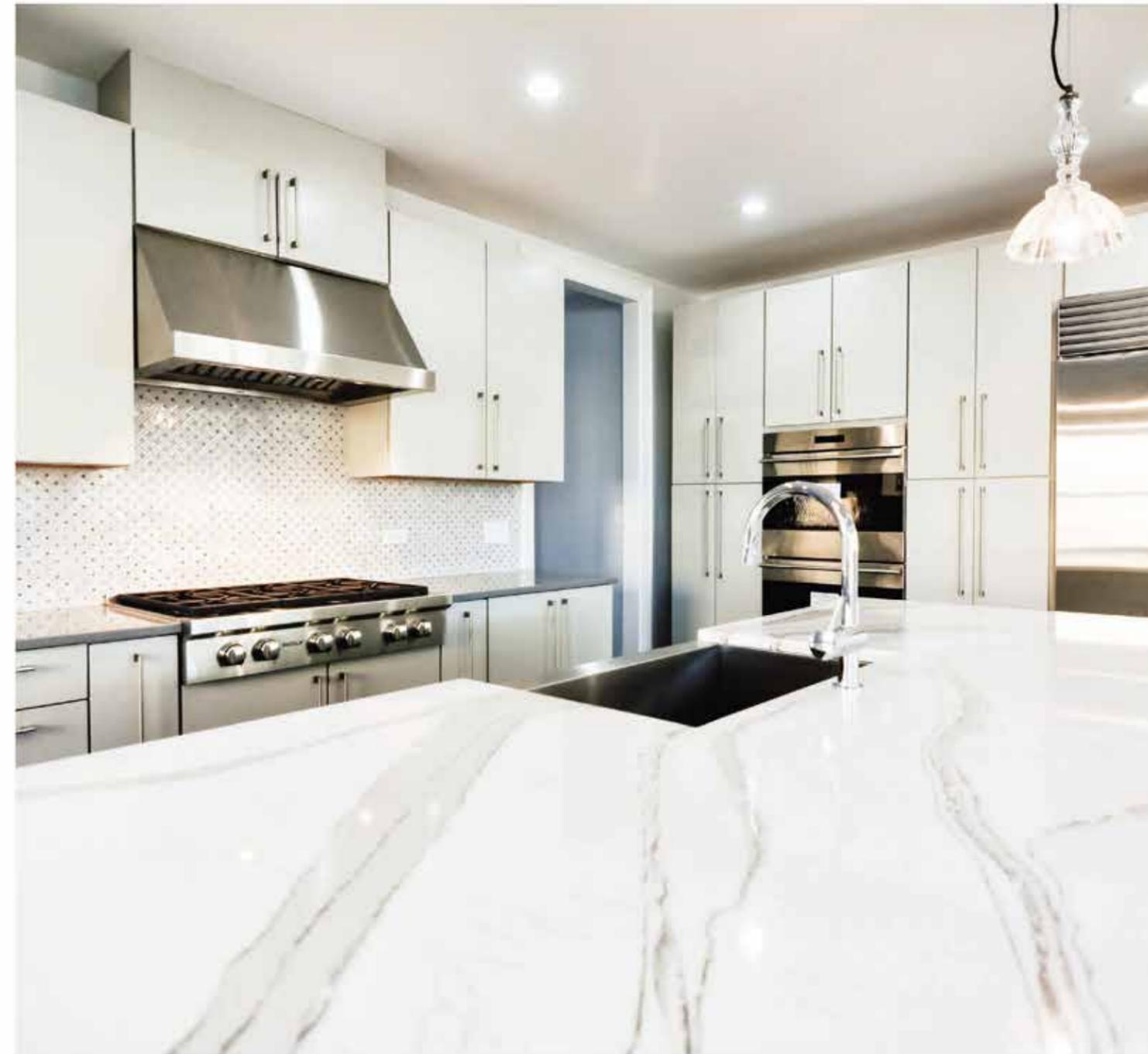
involved in his children’s lives, to be happy, and make others happy.

Jason and his wife, Kari, just welcomed their second son, Charles, into the world this past November. Charles’s older brother, Arthur, is five years old. As a family, they love to travel, and make several trips a year. Jason’s favorite trips are always the ones to New Orleans. They’ve been going twice a year lately, and always make sure to get to the Jazz Heritage fest.

In addition to traveling and all that jazz, Jason loves cooking, historic architecture, exploring nature, urban exploring, poker night, Sazeracs, going to the gym, having dinner with Kari at The Promontory or at Virtue, going to Grammie’s lake house, and he is hopelessly obsessed with chess.

Jason has been part of the Big Brothers Big Sisters program in Chicago for almost a decade. His “Little,” Carson, is preparing to graduate from high school and move onto college, which is very exciting for Jason. And for the last five years, Jason has also participated in the ReVive Center for Housing and Healing Christmas basket program.

When asked what advice he’d give to other REALTORS®, Jason says, “Learn more. Know more about the business. Put your clients’ interests first. Focus more on being deserving of opportunities and less on mindlessly chasing them. Money follows excellence like a shadow.”



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# TOP 200 STANDINGS

Teams and individuals from January 1, 2019, to January 31, 2019

#	First Name	Last Name	List #	List \$	Sell #	Sell \$	Total #	Total \$
1	Matt	Laricy	7	\$2,837,100	12	\$5,549,500	19	\$8,386,600
2	Alexa	Hara	1	\$370,000	1	\$6,958,000	2	\$7,328,000
3	Randi	Pellar	1	\$6,958,000	0	\$0	1	\$6,958,000
4	Jeffrey	Lowe	5	\$6,561,500	1	\$225,000	6	\$6,786,500
5	Mario	Greco	4	\$3,375,000	3	\$3,230,000	7	\$6,605,000
6	Jennifer	Ames	4	\$6,099,000	1	\$400,000	5	\$6,499,000
7	Kieran	Conlon	3	\$3,643,600	1	\$2,750,000	4	\$6,393,600
8	Colin	Hebson	4	\$5,410,750	1	\$555,250	5	\$5,966,000
9	Helaine	Cohen	2	\$4,030,000	2	\$1,707,900	4	\$5,737,900
10	Sam	Shaffer	4	\$2,544,000	4	\$3,135,500	8	\$5,679,500
11	Lawrence	Dunning	3	\$1,885,000	5	\$3,369,900	8	\$5,254,900
12	Ryan	Preuett	2	\$3,030,000	2	\$2,125,000	4	\$5,155,000
13	Sharon	Gillman	1	\$3,809,500	1	\$1,295,000	2	\$5,104,500
14	Emily	Sachs Wong	2	\$2,067,000	1	\$2,795,000	3	\$4,862,000
15	Melanie	Giglio	4	\$2,352,500	3	\$1,985,000	7	\$4,337,500
16	Steve	Horvath	1	\$4,200,000	0	\$0	1	\$4,200,000
17	Chezi	Rafaelli	1	\$1,485,000	1	\$2,550,000	2	\$4,035,000
18	Craig	Isacson	0	\$0	1	\$3,809,500	1	\$3,809,500
19	Mark	Fischer	4	\$3,118,219	1	\$594,900	5	\$3,713,119
20	Sharon	Glickman	0	\$0	1	\$3,700,000	1	\$3,700,000
21	Justin	Penn	1	\$3,700,000	0	\$0	1	\$3,700,000
22	Jane	Shawkey-Nye	0	\$0	1	\$3,460,000	1	\$3,460,000
23	Natasha	Motev	2	\$3,325,000	0	\$0	2	\$3,325,000
24	Thomas	Rubin	0	\$0	2	\$3,300,000	2	\$3,300,000
25	John	Wyman	4	\$1,305,665	2	\$1,939,500	6	\$3,245,165
26	Karen	Ranquist	2	\$3,232,000	0	\$0	2	\$3,232,000
27	Michael	Hall	5	\$2,927,400	1	\$237,000	6	\$3,164,400
28	Phil	Byers	0	\$0	2	\$3,125,000	2	\$3,125,000
29	Timothy	Sheahan	2	\$1,270,000	2	\$1,805,000	4	\$3,075,000
30	Andreas	Holder	0	\$0	1	\$3,000,000	1	\$3,000,000
31	Norbert	Mika	5	\$2,145,300	1	\$840,000	6	\$2,985,300
32	Brad	Lippitz	3	\$2,650,000	1	\$330,000	4	\$2,980,000
33	Joseph	Betancourt	1	\$1,420,000	1	\$1,420,000	2	\$2,840,000
34	Sophia	Klopas	3	\$2,530,000	1	\$296,000	4	\$2,826,000

#	First Name	Last Name	List #	List \$	Sell #	Sell \$	Total #	Total \$
35	Julie	Harron	1	\$2,795,000	0	\$0	1	\$2,795,000
36	Emily	Smart Lemire	0	\$0	2	\$2,760,000	2	\$2,760,000
37	Kenneth	Flaxman	0	\$0	1	\$2,750,000	1	\$2,750,000
38	Kaylin	Goldstein	1	\$1,030,000	1	\$1,715,000	2	\$2,745,000
39	Hayley	Westhoff	1	\$435,000	2	\$2,305,000	3	\$2,740,000
40	Edward	McLoughlin	1	\$1,340,000	1	\$1,340,000	2	\$2,680,000
41	Leigh	Marcus	4	\$1,962,000	1	\$630,000	5	\$2,592,000
42	Manuel	Godinez Jr	0	\$0	1	\$2,575,000	1	\$2,575,000
43	Michael	Zuker	4	\$1,764,900	1	\$810,000	5	\$2,574,900
44	Margaret	Daday	1	\$236,000	4	\$2,247,000	5	\$2,483,000
45	Michael	Maier	2	\$622,750	2	\$1,860,000	4	\$2,482,750
46	David	Olaoye	3	\$1,695,000	1	\$785,000	4	\$2,480,000
47	D	Waveland Kendt	3	\$2,232,787	1	\$240,500	4	\$2,473,287
48	Matthew	Liss	3	\$2,462,500	0	\$0	3	\$2,462,500
49	Jim	Streff	1	\$2,000,000	1	\$450,000	2	\$2,450,000
50	Lucas	Blahnik	3	\$1,757,500	1	\$685,000	4	\$2,442,500

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- **Christophe DuPont, Broker**

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- **Andrew Perkins, Realtor**

# TOP 200 STANDINGS

Teams and individuals from January 1, 2019, to January 31, 2019

#	First Name	Last Name	List #	List \$	Sell #	Sell \$	Total #	Total \$
51	Santiago	Valdez	5	\$1,814,000	1	\$525,000	6	\$2,339,000
52	Daniel	Nierman	5	\$2,293,000	0	\$0	5	\$2,293,000
53	Katherine	Taylor	1	\$1,145,000	1	\$1,145,000	2	\$2,290,000
54	Doug	Harter	1	\$1,015,000	2	\$1,271,500	3	\$2,286,500
55	Jason	O'Beirne	3	\$2,154,000	1	\$102,000	4	\$2,256,000
56	Ryan	Smith	12	\$2,242,700	0	\$0	12	\$2,242,700
57	April	Moon	3	\$2,193,800	0	\$0	3	\$2,193,800
58	Mark	Zipperer	2	\$285,950	1	\$1,875,000	3	\$2,160,950
59	Charles	Gullett	1	\$917,500	2	\$1,207,500	3	\$2,125,000
60	Linda	Marcus	1	\$485,000	2	\$1,635,000	3	\$2,120,000
61	Linda	Levin	2	\$1,564,000	1	\$520,000	3	\$2,084,000
62	Brent	Hall	3	\$2,078,900	0	\$0	3	\$2,078,900
63	James	Kinney	2	\$2,050,000	0	\$0	2	\$2,050,000
64	Gary	Lucido	2	\$1,545,000	2	\$492,000	4	\$2,037,000
65	Andrea	Farley	1	\$1,015,000	1	\$1,015,000	2	\$2,030,000
66	Jacob	Steinle	0	\$0	1	\$2,000,000	1	\$2,000,000
67	Samantha	Powell	3	\$1,061,900	2	\$894,324	5	\$1,956,224
68	Greg	Vollan	1	\$1,565,000	1	\$370,000	2	\$1,935,000
69	Ann	Connolly	2	\$1,280,000	1	\$649,000	3	\$1,929,000
70	John	Federici	1	\$575,000	1	\$1,325,000	2	\$1,900,000
71	Nancy	McAdam	1	\$520,000	1	\$1,379,000	2	\$1,899,000
72	Ken	Jungwirth	1	\$1,300,000	1	\$590,000	2	\$1,890,000
73	Christine	Paloian Fixler	1	\$1,875,000	0	\$0	1	\$1,875,000
74	Mark	Watkins	0	\$0	1	\$1,850,000	1	\$1,850,000
75	James	Athanasopoulos	4	\$1,808,000	0	\$0	4	\$1,808,000
76	Karen	Biazar	2	\$1,077,000	1	\$725,000	3	\$1,802,000
77	Braden	Robbins	1	\$617,000	2	\$1,168,000	3	\$1,785,000
78	Mark	Ahmad	3	\$1,188,500	1	\$595,000	4	\$1,783,500
79	Robert	Picciariello	4	\$1,757,000	0	\$0	4	\$1,757,000
80	William	Hynes	1	\$1,750,000	0	\$0	1	\$1,750,000
81	Tim	Stassi	1	\$525,000	2	\$1,210,000	3	\$1,735,000
82	Amy	Petersen	1	\$1,715,000	0	\$0	1	\$1,715,000
83	Sunny (Seon)	Kim	1	\$1,700,000	0	\$0	1	\$1,700,000
84	Kurt	Hulsebus	1	\$220,000	1	\$1,475,000	2	\$1,695,000

#	First Name	Last Name	List #	List \$	Sell #	Sell \$	Total #	Total \$
85	Nancy	Hearon	1	\$675,000	2	\$1,002,500	3	\$1,677,500
86	Ivona	Kutermankiewicz	2	\$1,667,500	0	\$0	2	\$1,667,500
87	Tara	Kelleher	0	\$0	1	\$1,657,500	1	\$1,657,500
88	Timothy	Salm	1	\$1,657,500	0	\$0	1	\$1,657,500
89	Lauren	Mitrick Wood	3	\$1,068,000	2	\$585,000	5	\$1,653,000
90	Chris	Irwin	1	\$1,650,000	0	\$0	1	\$1,650,000
91	Tracy	Tepper	1	\$1,650,000	0	\$0	1	\$1,650,000
92	Ami	Bumia	1	\$517,500	1	\$1,125,000	2	\$1,642,500
93	Gary	Richter	2	\$1,618,750	0	\$0	2	\$1,618,750
94	Alishja	Ballard	0	\$0	2	\$1,610,000	2	\$1,610,000
95	John	Garber	1	\$805,000	1	\$805,000	2	\$1,610,000
96	Mary	Haight	1	\$1,605,000	0	\$0	1	\$1,605,000
97	Joseph	Schiller	2	\$1,133,000	1	\$442,500	3	\$1,575,500
98	Robert	Safranski	1	\$870,000	1	\$700,000	2	\$1,570,000
99	Cory	Tanzer	1	\$680,000	2	\$890,000	3	\$1,570,000
100	Dawn	McKenna	2	\$1,561,500	0	\$0	2	\$1,561,500

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- **Top 1% Mortgage Originators in America – Mortgage Executive Magazine 2012-2017<sup>4</sup>**

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<sup>1</sup> National Mortgage News 2018 Top Producers  
<sup>2</sup> Mortgage Professional America Elite Women 2018  
<sup>3</sup> 5 Star Professional  
<sup>4</sup> Mortgage Executive Magazine Top 1% Mortgage Originators in America

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# TOP 200 STANDINGS

Teams and individuals from January 1, 2019, to January 31, 2019

#	First Name	Last Name	List #	List \$	Sell #	Sell \$	Total #	Total \$
101	Salvador	Gonzalez	4	\$784,800	3	\$770,000	7	\$1,554,800
102	Scott	Curcio	3	\$1,550,500	0	\$0	3	\$1,550,500
103	Michael	Graft	0	\$0	1	\$1,550,000	1	\$1,550,000
104	Christopher	Doyle	1	\$1,550,000	0	\$0	1	\$1,550,000
105	Jeffrey	Stewart	1	\$1,099,900	1	\$450,000	2	\$1,549,900
106	Maniza	Sheikhani	0	\$0	1	\$1,537,787	1	\$1,537,787
107	Radim	Mandel	1	\$1,535,000	0	\$0	1	\$1,535,000
108	Theresa	Rodriguez	0	\$0	1	\$1,535,000	1	\$1,535,000
109	Scott	Newman	0	\$0	3	\$1,525,000	3	\$1,525,000
110	Chester	Jakala	0	\$0	1	\$1,512,500	1	\$1,512,500
111	Eric	Newman	0	\$0	2	\$1,500,000	2	\$1,500,000
112	Michael	Costanzo	1	\$750,000	1	\$750,000	2	\$1,500,000
113	Nick	Rendleman	2	\$859,900	3	\$640,000	5	\$1,499,900
114	Nancy	Hotchkiss	2	\$970,000	2	\$525,000	4	\$1,495,000
115	Joseph	Schiavone	1	\$670,000	1	\$823,000	2	\$1,493,000
116	Michael	Shenfeld	1	\$192,500	1	\$1,300,000	2	\$1,492,500
117	Yelena	Bernshtam	0	\$0	1	\$1,485,000	1	\$1,485,000
118	George	Selas	3	\$1,483,500	0	\$0	3	\$1,483,500
119	Tim	Vaughn	1	\$1,480,000	0	\$0	1	\$1,480,000
120	Christopher	Lobrillo	8	\$1,479,190	0	\$0	8	\$1,479,190
121	Linda	Shaughnessy	1	\$1,475,000	0	\$0	1	\$1,475,000
122	Catherine	Simon-Vobornik	0	\$0	2	\$1,442,000	2	\$1,442,000
123	Alex	Fraher	0	\$0	3	\$1,440,000	3	\$1,440,000
124	Sam	Boren	0	\$0	3	\$1,440,000	3	\$1,440,000
125	Konrad	Dabrowski	2	\$790,000	1	\$649,000	3	\$1,439,000
126	Emily	Phair	2	\$640,000	2	\$791,000	4	\$1,431,000
127	Daniel	Fowler	1	\$400,000	1	\$1,030,000	2	\$1,430,000
128	Maria	Castillo	6	\$1,150,000	2	\$278,900	8	\$1,428,900
129	Marci	Trick	0	\$0	4	\$1,428,000	4	\$1,428,000
130	Wayne	Beals	1	\$707,620	1	\$707,620	2	\$1,415,240
131	Keith	Brand	0	\$0	4	\$1,415,000	4	\$1,415,000
132	Matthew	Todd	1	\$580,000	1	\$825,000	2	\$1,405,000
133	Gregory	Viti	2	\$1,405,000	0	\$0	2	\$1,405,000
134	Amy	Morro	0	\$0	1	\$1,400,000	1	\$1,400,000

#	First Name	Last Name	List #	List \$	Sell #	Sell \$	Total #	Total \$
135	James	D'Astice	2	\$1,400,000	0	\$0	2	\$1,400,000
136	Thomas	Moran	1	\$720,000	1	\$680,000	2	\$1,400,000
137	Heriberto	Ruiz	0	\$0	2	\$1,400,000	2	\$1,400,000
138	Survi	Kobawala	0	\$0	3	\$1,379,800	3	\$1,379,800
139	James	Sheehan	1	\$1,379,000	0	\$0	1	\$1,379,000
140	Jodi	Slutzky	1	\$337,500	1	\$1,035,000	2	\$1,372,500
141	Daniel	Close	1	\$329,000	3	\$1,043,500	4	\$1,372,500
142	Amy	Mei	1	\$683,800	1	\$683,800	2	\$1,367,600
143	Peter	Krzyzanowski	2	\$1,362,000	0	\$0	2	\$1,362,000
144	Jennifer	Liu	3	\$1,359,800	0	\$0	3	\$1,359,800
145	William	Vezo	0	\$0	2	\$1,350,000	2	\$1,350,000
146	Morgan	Sage	2	\$1,350,000	0	\$0	2	\$1,350,000
147	Matthew	Arminio	2	\$1,348,000	0	\$0	2	\$1,348,000
148	Stephanie	Loveverde	1	\$582,500	1	\$752,000	2	\$1,334,500
149	Nicholas	Hansen	2	\$1,331,400	0	\$0	2	\$1,331,400
150	Ron	Knoll	1	\$395,000	2	\$930,000	3	\$1,325,000

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# TOP 200 STANDINGS

Teams and individuals from January 1, 2019, to January 31, 2019

#	First Name	Last Name	List #	List \$	Sell #	Sell \$	Total #	Total \$
151	Joshua	Weinberg	1	\$290,000	4	\$1,034,000	5	\$1,324,000
152	Luminita	Ispas	0	\$0	2	\$1,302,500	2	\$1,302,500
153	Kathleen	Malone	1	\$1,295,000	0	\$0	1	\$1,295,000
154	Nichole	Dinino	0	\$0	3	\$1,294,000	3	\$1,294,000
155	Alexander	Haried	1	\$820,000	1	\$470,000	2	\$1,290,000
156	Dominic	Irpino	1	\$302,000	2	\$987,500	3	\$1,289,500
157	Nadine	Ferrata	0	\$0	2	\$1,285,000	2	\$1,285,000
158	Sohail	Salahuddin	3	\$1,280,900	0	\$0	3	\$1,280,900
159	Michael	Drommerhausen	1	\$1,275,000	0	\$0	1	\$1,275,000
160	Maureen	Moran	0	\$0	1	\$1,275,000	1	\$1,275,000
161	Greg	Whelan	0	\$0	1	\$1,275,000	1	\$1,275,000
162	Nicholas	Jakubco	1	\$1,000,000	1	\$260,000	2	\$1,260,000
163	Qiankun	Chen	1	\$394,000	3	\$864,000	4	\$1,258,000
164	Ali	Arciniega	0	\$0	5	\$1,258,000	5	\$1,258,000
165	Michelle	Martin	0	\$0	2	\$1,254,900	2	\$1,254,900
166	Krystal	Sauber	0	\$0	5	\$1,250,500	5	\$1,250,500
167	Elizabeth	Vadas	1	\$1,250,000	0	\$0	1	\$1,250,000
168	Eudice	Fogel	0	\$0	1	\$1,250,000	1	\$1,250,000
169	John	Korolis	1	\$1,250,000	0	\$0	1	\$1,250,000
170	Katherine	Meyers	0	\$0	1	\$1,250,000	1	\$1,250,000
171	Diana	Morales	3	\$934,900	1	\$305,000	4	\$1,239,900
172	Caryl	Dillon	1	\$890,000	1	\$343,000	2	\$1,233,000
173	Shelley	Stunard	1	\$615,000	1	\$615,000	2	\$1,230,000
174	Thomas	Krengel	0	\$0	1	\$1,225,000	1	\$1,225,000
175	Debbie	Maue	1	\$413,000	1	\$805,000	2	\$1,218,000
176	Amanda	McMillan	3	\$1,216,000	0	\$0	3	\$1,216,000
177	Laura	Kelly	0	\$0	1	\$1,205,000	1	\$1,205,000
178	Debbie	Baren	0	\$0	1	\$1,200,000	1	\$1,200,000
179	Kristin	Gonnella	2	\$1,200,000	0	\$0	2	\$1,200,000
180	Geraldo	Roman	3	\$1,197,000	0	\$0	3	\$1,197,000
181	Thomas	Tomek	0	\$0	1	\$1,195,000	1	\$1,195,000
182	Mark	Icuss	1	\$1,195,000	0	\$0	1	\$1,195,000
183	Judy	Reich	2	\$779,000	1	\$415,000	3	\$1,194,000
184	Marti	Corcoran	4	\$1,191,400	0	\$0	4	\$1,191,400

#	First Name	Last Name	List #	List \$	Sell #	Sell \$	Total #	Total \$
185	Ryan	Gossett	1	\$580,000	1	\$610,000	2	\$1,190,000
186	Negeen	Masghati	0	\$0	2	\$1,177,500	2	\$1,177,500
187	Kevin	Green	2	\$775,000	1	\$400,000	3	\$1,175,000
188	Mario	Barrios	2	\$1,064,900	1	\$108,000	3	\$1,172,900
189	Matt	Silver	1	\$490,000	1	\$675,000	2	\$1,165,000
190	Jean-Marie	Minton	2	\$535,000	2	\$624,900	4	\$1,159,900
191	Jason	Wiznitzer	1	\$577,000	1	\$577,000	2	\$1,154,000
192	Karl	Vogel	2	\$734,900	1	\$410,000	3	\$1,144,900
193	Jennifer	Hosey	0	\$0	2	\$1,140,000	2	\$1,140,000
194	Gary	Weglarz	17	\$1,138,051	0	\$0	17	\$1,138,051
195	Michael	Vrielink	1	\$398,000	2	\$739,900	3	\$1,137,900
196	Emma	Nge	0	\$0	4	\$1,120,499	4	\$1,120,499
197	Nate	Buttrey	1	\$295,000	2	\$824,600	3	\$1,119,600
198	Andrea	Butcher-Thomas	8	\$1,118,861	0	\$0	8	\$1,118,861
199	Terri	McAuley	0	\$0	2	\$1,114,000	2	\$1,114,000
200	Jennifer	Teadt Long	1	\$183,000	2	\$930,000	3	\$1,113,000

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