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► publisher's note

AT HOME IN BODY, TOGETHER IN SPIRIT

Social distancing. Drone walkthroughs. Drive-through closings. Facebook Live showings. Sanitary home inspections. Zoom calls, Google Hangouts, and GoTo meetings.

Innovation. It's inspiring. Your willingness to do whatever it takes to serve your clients and community, and openly share these new methods with your peers, is one of the things that makes the DuPage real estate community so special.

All of our preferred partners have been innovating as well to ensure social distancing, elevated hygiene, and care as they perform their services. Every *DuPage Real Producers* partner was referred by a top agent, so you know they are the best of the best.

Our Zoom Mastermind calls every Thursday at 3:00 will continue through shelter-in-place. These and other virtual get-togethers have made the isolation more bearable. It reminds us that we're all at home in body, but together in spirit.

I pray that by the time you read this, the restrictions are lifted because the virus is defeated. As soon as ethically possible, we will reschedule our delayed launch party. I look forward to that day when we can be together, both in body and in spirit!



Joseph D'Alessandro
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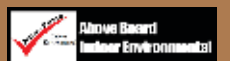
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CARRIE DORN

REALTOR® feature ◀◀

Written by Lauren Young
Photography by Katherin Frankovic



Carrie at the office in downtown Glen Ellyn



TOP AGENT ALSO AN ACCOMPLISHED APPRAISER

“Growing up, I loved training horses and thought it was going to be my career,” says Carrie Dorn of Baird and Warner Real Estate in Glen Ellyn. “Eventually, I realized that I needed to make a better living to support my horse habit.”

The youngest of six, Carrie’s family once owned a 13-acre property in St. Charles until, at age 16, they moved to a 90-acre horse farm in Sugar Grove. This boarding facility was open to the public, and Carrie worked there as a horse trainer for many years until she realized she would need a more consistent career.

After earning an associate degree in business, Carrie pursued the field of real estate appraisal, gaining her license and certification in 1991. The same year, she married Dave, a regional manager for a medical device company, whom she met the year earlier at a party for the playoff-bound Chicago Bulls. Soon after, she landed a job with Margaretten & Company, a mortgage broker, followed by a stint at Chemical Residential Mortgage, which eventually became a part of JP Morgan Chase Bank.

“At that time, I was a high-volume appraiser. I have appraised over 8,500 properties in my career, more than most appraisers,” says Carrie. “I was mainly doing appraisals for mortgage lending, but after I was laid off, a partner and I formed D&H Appraisal Service to serve the DuPage County area. I have since become the sole owner of the company.” Under Carrie’s leadership, D&H Appraisal has specialized in divorce, estate, tax appeal, bankruptcy, and pre-listing appraisals.

Five years ago, Carrie was inspired to get her real estate license. “At that time, mainly real estate brokers were hiring me to do appraisals on listings that were very difficult properties to price,” says Carrie. “That’s when the lightbulb went on. I thought, well, if everyone was hiring me, why not get my license and do it myself? That’s when I transitioned to both appraisals and real estate.”

Since then, Carrie has increased her real estate business, establishing her place among the Top 500 agents in DuPage County. Now, 95 percent of her business is real estate. She still does apprais-



The Dorn family, left to right: Dave, Carrie, Adam and Connor

... als, mostly working with attorneys as an expert witness because of her extensive experience, and on difficult-to-price listings. “I tend to get listing referrals that are hard to put a price on,” says Carrie. “Others look at me more like a pricing and valuation expert. When we talk about price, it’s necessary that my pricing be correct because a lot is riding on it.”

Last year, Carrie achieved the highest year-over-year volume increase at Baird and Warner Glen Ellyn, and has been awarded Vice President’s Club for two years running. She has also been named a Multimillion Dollar Producer.

When Carrie is not appraising and managing her real estate clients, she, her husband, and sons enjoy skiing, water skiing, fishing, and snowmobiling. Son Connor, 20, attends Marquette University studying engineering. Connor also repairs

remote-control racing cars at Hobbytown, USA, and has won several trophies for remote-control car racing. Youngest son, Adam, 15, is a herpetology guide to kids scouting fish, salamanders, and snakes at forest preserves. On the weekends, Carrie enjoys active horse competitions and participates in dressage events.

Looking ahead, Carrie is implementing new technology into her listings. One includes adding 3D interactive videos to online listings to give people a better idea of a home before scheduling a walkthrough.

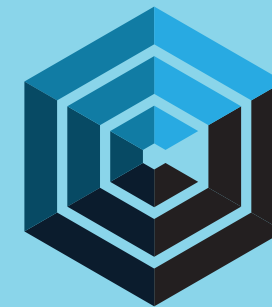
“I see our current market as a big opportunity for those who are in this business for the long haul and work hard to push through,” says Carrie. “I’m confident in what lies ahead. I can help my clients navigate the uncertainties using my unique experiences in both appraisals and real estate.”



Carrie riding Ava, her beautiful 11-year-old Hanoverian

“

I’m confident in what lies ahead. I can help my clients navigate the uncertainties using my unique experiences in both appraisals and real estate.

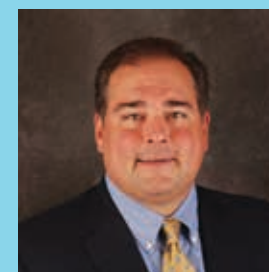


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▶▶ partner spotlight

Written by Lauren Young
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Boerman

MOVING AND STORAGE

Fourth-Generation Leaders Build on Nearly a Century of Progress

“Most family-run businesses don’t succeed after the first or second generation,” says Dan Boerman of Boerman Moving and Storage. “For us to be in our fourth generation and hitting our stride is pretty remarkable.” Because of their professional service and attention to detail, Boerman has become one of the most recommended moving companies among top REALTORS® throughout Chicagoland.

In the days of ice boxes and coal chutes, Howard and Mary Boerman launched a business to deliver coal and ice to homes. The year was 1926, and the first trucks they used were gas Model T’s. With the invention of the refrigerator, the company began moving appliances. Eventually, they were moving anything and everything. They had the trucks. They had the men. Their business evolved as culture did.

In the 1970s, Ed Boerman took over the family business. At that point they employed three trucks and owned a 5,000-square-foot storage warehouse. Since then, Ed and his two sons, Mike and Dan, have grown the business to almost 50 moving trucks, 60,000 square feet of storage, and have become a key agent in the Bekins Van Lines network.

Brothers Mike and Dan Boerman have taken different roles, based on their unique experiences working within and outside the company. Throughout middle school, high school, and col-

lege, both did every job there was at the company, from pushing the broom in the warehouse to driving trucks. “When we were in college, Dad told us that he had a role for both of us if we wanted in,” says Dan. “But he said that we couldn’t come into the company right out of college. We’d have to work somewhere else first.”

Dan attended Lewis University and graduated in 2000 with an Aviation Administration degree. “At 19 years old, I thought I had a plan. I wanted to be an airline pilot,” says Dan. “I still love to fly, but the moving company



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The families Boerman, left to right: Sandy and Dan, their son Carter (13), and daughter Madeline (16); Anna (7) and Luke (10), daughter and son of Mike and Jina



Working on a major move, left to right: Trevor Turney, sales representative; Nick Ariano, sales representative; Dan; Rachel Anderson, VP of Administration; Mike; Kelly Bennett, Director of Marketing; and Rachel Jacobson, marketing assistant



provided a great opportunity. My dad, brother, and I get along really well. That's rare in family businesses." After graduating, Dan worked for almost a year at the Bekins Van Line corporate office. He was able to learn the big-picture operational perspective versus at the agent level, like his family's business. "I learned a lot of useful aspects to bring back," says Dan. Joining full time in 2000, he took on roles in dispatch, warehousing, and other areas to support everyday operations.

By that time, Mike was attending Eastern Illinois University and helping with moving jobs when he could. After graduating in 2004, he became a Bekins owner-operator. "That just means that I had a truck and was doing interstate moves," explains Mike. "Even though I was in the business, it was different because I was managing my own company, including labor and expenses. I did that for two years then joined the Boerman Company in 2006." With his hands-on knowledge



of interstate moves, Mike found a fit in sales. He could meet with a customer and quickly understand what it would take to get their job done. Because of his aptitude, he won several sales awards and became a rising star in the Bekins network.

As Dan and Mike grew in the business, they found an ideal balance in their focuses of operations and sales. Alongside their father, the trio started to find their stride together. Although Ed's role has been decreasing over the past few years as he starts to retire, he likes to stay informed about all that's happening. Dan and Mike are so grateful for

the lessons learned and principles taught by their father that provided the platform for them to build upon. "What's important is that we love what we do and have a great team," says Dan. "It's the foundation of what we do, and it has helped us prosper for almost 100 years!"

A recent move stands out as a testament to their longevity, reputation, and excellent service. "We had a move, Brookfield to Minneapolis, for a woman in her 90s who had lived in her house her entire life and was now moving to an assisted living home," says Mike. "She remembered that Boerman used to deliver coal and ice to her house when she was 5 years old. It was because of that memory that she called us for her move."

Being part of the local community for so many years has not only touched the hearts of the Boerman family but also their staff. As an organization, Boerman Moving and Storage finds

every opportunity to be involved in giving back. In 2013, Boerman Moving and Storage organized their first annual coat drive collecting coats with local real estate brokerages and delivering them to those in need through DuPage Pads and W.I.N.G.S Domestic Violence Shelter. The company is also heavily involved with the West Suburban Community Pantry, hosting food drives, volunteering time as a staff, and serving on the board of directors.

Their impact goes even beyond their local community. The family also gives back through the charity organization, Give Kids the World, a village in Florida that provides stays for terminally ill children while they attend area theme parks.

When the family is not moving and shipping, they vacation in Fort Myers Beach, FL. It is a tradition that started years ago with their grandparents and is still carried on today. Every Christmas, you can find the Boerman family and kids sitting on the beach with their feet in the sand, still talking about the moving business, even though they're on "vacation."

Boerman Moving and Storage is a true family affair. If you're checking in with your client on move day, you may run into Mike and Dan's mom, Jan.

She often checks in on the customers and the crews to be sure everyone is happy. Their kids are involved, too. Dan's children, Madeline (16) and Carter (13), and Mike's children, Luke (10) and Anna (7), can often be found volunteering at food drives, working at golf outings, riding along in the trucks or even doing odd jobs around the office.

"We want to give a lot of credit to our father, Ed Boerman," says Dan. "He built the bedrock for Mike and me to grow upon. While he is not as involved as he once was, we appreciate all his contributions and advice." In recognition of their achievements, Boerman Moving and Storage won Agent of the Year for Bekins Van Lines in 2015 and are consistently among the top producers in the Bekins Van Lines network. They have been named Top Hauling Agent among all Bekins affiliates, and regularly rank highly for sales, quality, and performance.



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LISA BYRNE

A SECOND GENERATION OF SERVICE



Lisa and her husband, Matt, cozy up in their backyard

cover story

Written by **Lauren Young**
Photography by **Katherin Frankovic**

Many REALTORS® have an interesting story about how they earned their real estate license. Lisa Byrne of Baird & Warner Real Estate's Naperville Office could tell you two ... because she's obtained her license twice.

Since childhood, Lisa has witnessed the drastic evolution of the real estate industry. Her parents ran their own real estate firm in Platteville, WI, from the home her father built for the family. In addition to being a REALTOR® and a builder, he was also a developer and investor. He ran the family businesses for over 40 years while Lisa's mother managed their independently owned office of 13 agents. Her mother listed and sold homes and kept the company's books, all in a state where REALTORS® managed the entire transaction through generating closing statements. At that time, there was no internet, no cell phones or texting, no lock boxes, and no MLS.

In 1987, when Lisa was a freshman at Loras College in Dubuque, Iowa, she obtained her real estate

license for the first time so she could help her parents. Her tasks included everything from answering phones to hosting open houses. Lisa was amazed by how unique each real estate transaction was and quickly learned how important it is to listen to clients in order to understand their individual goals, as well as their fears and concerns. She learned from her parents how to conduct business with a true heart of service, to offer best guidance and support through empathy.

Lisa graduated from Loras College in 1990 with B.A. degrees in Marketing and Management to give herself future flexibility. "At 19 years old, I wasn't sure if real estate was where I wanted to be, so it felt right to expand my options," Lisa said. "I knew I could always go back to real estate, but I didn't know if or when that might be." She met her husband, Matt, an Iowa native, while at Loras College. After a series of career opportunities, the couple landed in suburban Chicago in 1992.

As fate would have it, Lisa ended up working in a field related to real estate. She became the credit manager for a building materials supplier, F.E. Wheaton Lumber Company. In that capacity, she ...

...

worked with many suburban builders. Some of those connections she still maintains today. "New construction was booming then," said Lisa. "When I started, I was the only person in my department. When I left to stay home with my children, there were four people supporting me. A few of the builders I've represented as a real estate broker are the same ones I extended credit to back then!"

From 2000 to 2003, Lisa took some time off to raise her children. By 2003, her kids were 3, 4, and 7 years old, just old enough for her to consider a new professional direction. After much reflection, she obtained her real estate license for a second time. "The 'aha' moment came when I needed to have a career that would allow me the flexibility to raise my small children and still realize personal and professional growth," said Lisa. "Growing up in a

all Baird & Warner offices who does not have a licensed assistant or support team.

When not working her real estate business, Lisa and Matt enjoy boating with family and spending time at their home on Apple Canyon Lake in Apple River, Illinois. Joining them often are their daughter, McKenna, 23, a nurse in Des Moines, Iowa, and their two sons: Riley, 21, a junior at Purdue University studying Chemical Engineering, and Brady, 20, a sophomore at Kansas University studying finance and management. Lisa is excited to report that Brady has finally expressed interest in a real estate career. In fact, Lisa has been "recruiting" him to be her business partner for years.

When at the lake house, Lisa's family enjoys water skiing, wake boarding, gathering around the bonfire, and cooking out. The family also enjoys riding ATV's

“Put your head down, stay focused, be compassionate, work hard, and focus on the desired outcomes. We will get through this together!”

real estate family, and seeing how successful my parents were, I knew what was possible.”

Throughout her success over the last 17 years, her favorite role to play is that of the “go-to” person to help clients navigate the ups and downs of the buying and selling process. That became especially important during the economic downturn in the mid-2000’s. “That period was extremely challenging, but it was also a time of huge expansion for me,” remembers Lisa. “Buyers and sellers needed someone who would listen to and lead them through the obstacles of what that time was presenting. When people are trying to navigate through especially difficult transactions, that’s when they really need a knowledgeable and empathetic ‘go-to’ person. My favorite part of my job is seeing the excitement on a buyer’s face or the relief on a seller’s face when we’ve accomplished their real estate goals.”

Even though Lisa has never had a full-time assistant or a licensed showing agent, she has been able to successfully counsel over 725 families since she joined Baird & Warner in 2003. She has been recognized for a long list of achievements, including being in the top 1 percent of the 2,300 agents at Baird & Warner in both volume and units for the last 14 years; the 2019 Top Agent in the 60502 zip code in both volume and units; the 2019 Top Agent in Aurora for volume; and the 2019 Top Agent of

on trails around the lake. Lisa’s daughter is getting married in late May, so much of her free time lately has been devoted to planning that “perfect day” with McKenna. And, as an avid runner, Lisa believes that “a sound body makes for a sound mind.”

Lisa’s mantra is “work hard, play hard, and give back.” She is active in her community and regularly donates to the Aurora Interfaith Food Pantry, the Fox Valley United Way, 360 Youth Services, and Baird & Warner’s own Goodwill Network which supports food, clothing, and shelter programs throughout Chicagoland.

The COVID-19 Pandemic is unprecedented in our lifetime that will present challenges in the real estate world. There is fear, concern, and uncertainty similar to the economic struggles of the mid-2000s. It’s another period where Lisa is ready to help anxious buyers, sellers, and other REALTORS®.

“I need to be a trusted advisor now more than ever in this crazy time we’re going through,” said Lisa. “The role of the REALTOR® is going to be very challenging in 2020, especially for those who haven’t worked through a time like this. If I could give advice to anyone right now – buyers, sellers, and others in any facet of real estate – it would be to put your head down, stay focused, be compassionate, work hard, and focus on the desired outcomes. We will get through this together!”



Lisa at the Naperville office



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Pam Forsberg

FROM AGENCY TO AGENT



REALTOR® feature ◀◀
Written by Lauren Young
Photography by Katherin Frankovic

Pam at the office on Main Street in Lombard

Years in marketing and advertising have prepared Pam Forsberg for her career as a REALTOR®. After helping companies build their brands at some of Chicago's most respected agencies, she's taking those lessons into promoting her real estate listings and services. It's certainly working. In only a few years, she's gone from rookie to award-winning success.

At a surprisingly young age, Pam learned the principles she follows today: hard work, patience, and strong faith. Starting at age 10, Pam has held a variety of diverse jobs, including stints at the park district, lifeguarding, babysitting, and working at a drugstore. She worked through high school at Benet Academy in Lisle, paying for her own books and uniform. Then, she attended College of DuPage for two years before graduating from Northern Illinois University in 1991 with a degree in Visual Communications, Graphic Design, and Education.

"I was having a hard time picking a career because I liked everything," says Pam. "I liked the people aspect of visual communications, how to market to an audience, and the transmission of information and ideas using symbols and imagery. It is one of three main types of communication, along with verbal communication and non-verbal communication. Visual communication is believed to be the type that people rely on most."

After school, Pam landed a job as a messenger at a title company in Chicago. She ran closing documentation back and forth between closing firms and attorneys. "It was a great experience," says Pam. "I got to understand the title world and was able to make connections with attorneys. It is interesting that I got into real estate, because God put me in these situations that prepared me for the future."





The Forsberg family, left to right: William, Pam, Bill, and Harrison

••• Next, she used her design training at a production house that developed marketing materials for Sears while also doing freelance desktop publishing at night. This experience led Pam to a 20-year career in graphic design at two full-service marketing and advertising agencies in Chicago. Both of these firms specialized in the strategic evolution of brands, designing websites, digital marketing, and photography.

Pam wore many hats at these jobs, from photographer to illustrator to product and concept designer. She says that she is a better REALTOR® by learning how to create, implement, and sustain marketing strategies through changing markets, innovation, and new technologies. “As I look back, much of my experience in real estate has paralleled my work in marketing and advertising in Chicago,” says Pam. “My ‘first career’ involved showcasing many brands in a positive light, often by showing customers or clients why they should trust a company and purchase its goods or services. It’s no different for a real estate listing or me as an agent.”

At one of the agencies, Pam met a man in her department who shared common interests and also lived in the western suburbs: her future husband, Bill. They married in 1999, and within a few years they had young children. The long hours, draining commute, dipping economy, and need for flexibility pushed her back into lifeguarding and swim instruction. Around this time, her growing interest in real estate and home staging made her consider a career move. But before she could pursue her real estate license, in 2013 Pam was diagnosed with early-stage breast cancer. Instead of going through rigorous treatments, she opted to have a double mastectomy.

“When you go through difficult things like cancer, you develop more regard for life and a renewed focus on the things that matter most,” reflects Pam. “It puts you in a different perspective of which priorities are most important, like your children and their need for you. You realize how precious life is and how it’s not about money. It is about doing the right things and helping other people.”

During this hard period, Pam deepened her joy for life and empathy for others. “I have had a lot of obstacles in life with my family’s health, and all I can do is be grateful for the life we are here to live. Now I am happy-go-lucky because I choose to be happy. I choose joy. Everybody is fighting a battle you know nothing about. I have to be respectful of that, especially in stressful home-buying and selling situations.”

Pam finally completed her license in July 2017. She interviewed at many real estate offices, but decided to join John W. Reedy in Lombard because of their legacy as strong family business. “The first six months were difficult,” says Pam. “I didn’t get any business until one of the other agents threw me a bone and gave me a rental. I made \$500 at the end of December 2017. I continued to work on my social media profile while continuing to teach and coach.”

After that \$500 first year, hard work paid off. In her second year, Pam closed \$1.3 million. Then followed with \$7.3 million 2019. “I believe you reap what you sow,” says Pam. “If you do what is right for your client, people will circle back to you because of your character. I’ve gotten a lot of business because I ‘walk the talk.’”

In her few years as a REALTOR®, Pam has received many awards at J.W. Reedy, including Rookie of the Year; half a dozen Monthly Top Producer Awards; and Top Achiever in DuPage County. In 2019, she also received her certification in home staging and the American Warrior Real Estate Professional certification.

When not working on her business, Pam is a sports enthusiast and participant, especially when it comes to swim and racquetball. She loves to spend time with her family. She has two boys, Harrison, 17, and William, 15. They enjoy bike riding, swimming, and watching movies together. The boys also play club hockey, so Pam and Bill travel extensively to watch them.

Looking forward, Pam’s goal is to be more commercial-focused and customer-ready. She is now full time in real estate and wants to remain available to serve her clients during this changing time in the market.

“Moving and buying a home are among the most stressful things a person can go through,” says Pam. “My goals are to be a wise advisor, trusted referral, and shoulder to lean on.”

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