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SPECIAL EDITION



Chicago's young agents to watch

40 *under* 40 HAVING WHAT IT TAKES



Genna Hill

@properties
Chicago

Adapting to a changing market: Hill attributes much of her success to her ability to adapt and work quickly. In a constantly changing market, agents need to continually adapt their marketing strategies. "Once you bring a new idea to the table, don't just let it sit and stew. Act on it. A quick turnaround on deliverables shows clients that you're committed to serving them and that you're aggressive on their behalf."

A consultant, not just an agent: "As their consultant, I help developers conceptualize their marketing materials. The best successes happen when a client realizes my ability and commitment, allowing me to implement my knowledge and experience. They hired a Realtor®, not a tour guide, and they should use me as their consultant."

Working as a mentor: Hill is devoted to teaching others, and has mentored several new agents who have gone on to successful careers. "Agents often model their business like an island, removed from everyone else, due to a fear of competition or replicated ideas. I always provide my programs, ideas and support when mentoring new agents. This builds positive relationships that pay back 10-fold. It also forces me to think of fresh, exciting ideas to implement."



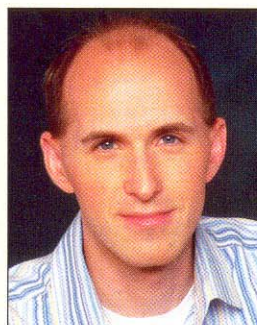
Kimberly Jones

Baird & Warner
Chicago

The power of honesty: When describing Jones, colleagues inevitably point to the agent's honesty. Jones is never afraid to provide the tough answer to her clients, and always deals professionally and fairly with her fellow agents. "When I think of Kimberly's qualities, I immediately think of her honesty, integrity and her knowledge of the market," says one nominator.

Above and beyond: Jones doesn't treat real estate as a strict 9-to-5 job, say her peers. Instead, she works as many hours as it takes to provide her clients with top-level customer service. "Kimberly has 24-hour accessibility," says one nominator. "She is constantly accountable, from the first meeting to post-closing. She doesn't work with assistants. Kimberly instead handles all her showings herself."

The importance of education: Resting on her past accomplishments is not an option for Jones. She continually educates herself on the market, changing conditions and new marketing methods. "Kimberly displays a continued drive for knowledge of the current market," says a nominator. "She's always studying industry trends and future developments."



Ed Jelinek

Coldwell Banker
Residential Brokerage
Chicago

What do you enjoy most about selling real estate? "I most enjoy working with new and different people all the time. I find it to be a unique experience to this business to be able to meet so many people whom you would never have met otherwise. Through the buying or selling process, you get to know them well enough to consider many of them friends. I find that to be very rewarding."

Secrets of success: "I give attention to my clients. Whether that means never talking on the cell phone about different deals while with clients or in showings, or by being available to help with the smallest questions or detail in a very short amount of time, I am very responsive to my clients. Clients must feel well taken care of, and must know that you are watching out for their interests, which is exactly what I do."

Building a business: "I have always built my business on referrals from other clients. I never ask for referrals from past clients, but always try to earn them. That referral base continues to strengthen and grow with each year, helping to continue to move my business along. I think it is also important to stay in contact with past clients with meaningful information, rather than just simply stock mailings that are more like junk mail than anything else."



Rob Keleshan

Century 21 Sussex & Reilly
Chicago

What do you enjoy most about selling real estate? "Three things: I am my own boss. I make my own schedule. I work with people that I truly enjoy."

Secrets of success: "I had a great mentor, Ken Goldberg from Sheldon Good Brokerage. Ken taught me a great deal about the business. I also have a fantastic business partner in Chad Kowal. Chad and I really balance each other's strengths. Two sets of eyes are often better than one."

Building a business: "I primarily work with builders. I've developed property on my own account, so I really understand what is important for developers and builders."

Future plans: "I am a principal at Cinterra Group, which runs a \$10 million mezzanine fund that lends primarily to Chicago-area developers. Every new agent wants to work with developers. If I can find the money for the project, it's very likely I'll get the marketing for the new development."

What others are saying: "Rob works incredibly hard," says one nominator. "But more importantly, he is extremely knowledgeable about the real estate business. He knows how the business works, and that's reflected in his success."