

# featuredagent

magazine

*Jill Adler Grano*





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Coming from a family with a long history in the business, Boulder REALTOR® Jill Adler Grano knew a real estate career would allow her to make a living while pursuing her passion for community involvement and advocacy. “My father was in real estate my whole life, and knowing he was able to support a family of five kids and still really engage in the community through his business, it seemed like a good fit for me, as well.”

Jill focuses her business on five of Boulder’s downtown neighborhoods: Whittier, Mapleton Hill, Newlands, Chautauqua, and Old North Boulder. She works with a wide spectrum of clients across all price points, including first-time home buyers and investors. “Last year I had the distinction of selling both the lowest priced home and the highest priced home in my office,” she says. Jill is selective with

how many new clients she takes, preferring to focus on offering outstanding customer service, rather than racking up numbers. “I find high-volume agents end up outsourcing so much of their work, and I like to stay involved in every aspect of the business for my clients,” she explains. “There’s really nothing I won’t do. Just recently I was in a new listing cleaning out old boxes and sweeping the floor. I oversee all aspects of the listing.” Her buyers get an equally focused amount of attention. “I’m always searching off-market for my buyers. I’m part of many different broker groups so I’m talking with other agents in the area broker-to-broker and find out about homes before they hit the market.”

As Vice Chair for the Board of Zoning Adjustments, Jill has deep knowledge on the topic that benefits her clients. “We constantly see people come before





us asking for exceptions on renovations to their home because their REALTOR® told them when they purchased the house, they could expand it,” Jill explains. “It’s usually not true. Boulder has very strict rules and being intimately familiar with the zoning codes allows me to share that with my buyers and tell them when not to buy a home if they are planning to add on.”

One of Jill’s favorite sayings is, “Collaboration is the new competition,” and she lives that philosophy in the way she relates to other real estate professionals. “I think it’s incredibly important to maintain positive relationships with all groups involved in a transaction; that really provides a tremendous benefit to my clients,” she says. “Successful transactions are always a result of hard work, dedication and cooperation.” She offers that same guidance to those just

getting started in their real estate careers, along with some additional insight. “The best advice I can give is to treat the business seriously, work full-time and don’t burn bridges.”

One of the many reasons Jill enjoys more than 80% repeat and referral business is her commitment to thorough market knowledge. “With so much of real estate moving online, one thing we’ve lost is agents knowing the inventory as well as we used to,” she says. “By just looking at photos, we miss out on a lot of important details. I try to preview as many homes per week as I can so I am very knowledgeable about the market, and I encourage other agents to do the same.” She also cites her approachability and availability as qualities that keep her clients coming back and sharing her name with others. “I make myself available to my clients and am willing





to communicate however they would like, whether that's through texts, emails or phone calls," she says. "I work very hard and always go above and beyond."

Jill's commitment to her clients has been recognized with a number of industry honors, including being named a Top 40 Under 40 Business Leader by BizWest Magazine. She has also been inducted into the RE/MAX Hall of Fame, and was the #1 Agent by Sales Volume in all five RE/MAX Alliance offices in 2015. She is proud of receiving those honors, but what Jill is most passionate about is engaging in the Boulder Community. "I love the opportunity to get to know the community, and real estate is at the center of some of our most important issues." One of the causes she's most committed to is affordable housing in and around Boulder. Last year, she ran a Go Fund Me campaign that helped a single mom with three children facing eviction find permanent housing.

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"The campaign raised \$40,000, which allowed her to purchase a mobile home in the area so her kids could stay in school," Jill explains. She also serves on the Board of Directors for Thistle Communities, and volunteers at a local homeless shelter.

When she's not working or volunteering, Jill enjoys Boulder's outdoor lifestyle by hiking, mountain biking and spending time with her two sons. She also has some exciting plans for the future. "I plan on running for City Council next year, and depending on the outcome of that election, I may bring on a partner to help with my business."

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