



Tracey Williams spent a good portion of her childhood seeing firsthand how real estate could change people's lives for the better. She watched her grandfather, who had come to Chicago from the South as part of the Great Migration, make a living by investing in real estate. She saw how he helped other families by offering them affordable rental housing. "My grandfather really listened to what people had to say and had sincere compassion for their needs," she recalls. "I've been told that I share that same compassion. This career allows me to carry on his legacy and I am honored to follow in his footsteps."

That decision to choose real estate was the right one, because after more than 17 years in the business, Tracey is one of the lucky few who can say she truly loves what she does for a living. Based in Logan Square, she serves clients throughout west Cook County. Staying true to

her grandfather's commitment to help people struggling with housing issues, Tracey spends a good deal of time helping clients who are in distressed situations, including those who are upside down on their mortgage. "I use my knowledge of working with the banks and my strong understanding of market values to ease my clients' stress," Tracey explains. "I help them understand that even if they've gotten into trouble on a property, it's possible to fix that mistake and move on."

Working with clients who are in difficult or stressful situations allows Tracey's natural caring spirit and positivity to shine. "During our initial consultation, I let clients know I love what I do," she says. "I don't see it as a chore and I think that resonates with them. My passion for what I do keeps me dedicated to the transaction and my clients from beginning to the end." Her dedication includes a commitment to always being honest with her clients and telling it like it is; even if it's not what they want to hear at the time. "Whether I have good, bad or even no news to deliver, I keep my clients informed during every step of the process."

Tracey says she enjoys every aspect of a real estate transaction — from the initial consultation until closing. "I really enjoy being a catalyst to bring motivated buyers and sellers together to assist them successfully in achieving their housing goals," she says. "And I love all the things that happen in between; networking, building relationships, being resourceful and reaching out to others who can help put the deal together."

Giving back to the profession she loves also drives Tracey's continued success. She is the incoming VP of Membership for 2017 for the Chicago Women's Council of REALTORS® and is also the Secretary of the Dearborn REALTIST Board.

Tracey is excited about both the short- and long-term plans for the future of her business. She is currently studying commercial real estate and development and has even bigger plans on the horizon. "I think every broker's dream is to someday own their own brokerage, but that's far into the future."

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