



For Erica Cuneen, Broker/Owner of Beyond Properties Realty Group, getting into real estate is the best snap decision she has ever made. “I kind of got into as a fluke,” she recalls. “I was a teacher at the time and had two children in quick succession. I wanted to work and have some flexibility to also raise my kids.” She worked part time for the first several years, until both kids were old enough to be in school. “By then I had a great book of business and knew real estate was something I really enjoyed doing.”

Erica’s business is concentrated in the areas she knows well — Chicago’s near west suburbs including Oak Park, River Forest, Forest Park and La Grange. She enjoys working with clients who are at all stages of their real estate journeys. “I’ve become an investment expert in the area for people looking to buy and flip or buy and hold properties,” she explains. “I also love working with first-time home buyers, as well as people who are downsizing or moving into or out of the area.”

Keeping her business focused on relationships — rather than transactions — has helped Erica build a base of loyal clients who are happy to encourage family and friends to work with her, too. “I work on getting to know what’s important to my clients to establish trust,” she says. “I’m also a very good negotiator, and do my best to create win/win scenarios for all the parties in a transaction.”

When she was new agent just learning the business, Erica’s mentor gave her a great piece of advice. “I was told that my main job is not selling houses, it’s actually prospecting for clients; because you can’t sell a house if there’s no client to sell it to,” she says. She shares that same advice with new agents she encounters, along with a few other useful suggestions she’s learned along the way. “To be successful in this business, you have to be a really good multi-tasker; at times it can feel like you’re juggling bowling balls,” she laughs. “But you also have to set boundaries and create balance early on, otherwise it can become an all-consuming job.”

Erica’s goal is to always ‘give more,’ whether that’s working with her clients or in the community. “The more I give the more I get, and it goes around that way,” she says. Her recent community involvement includes the Entrepreneurial Leaders in Philanthropy, a group of local business leaders who pool money to fund projects that are good for the community as a whole. Erica has also been involved with Seven Generations Ahead, a local environmental nonprofit.

Her commitment to her clients and the community has earned Erica recognition as a Five Star Real Estate Professional in Chicago Magazine for six consecutive years. “It means a lot to me because it’s based directly on client feedback,” she explains. She is also proud to have been selected for a coveted position in an executive training program. “It is an honor to be chosen and it has really helped me grow my business.”

There’s nothing but exciting things ahead for Erica and Beyond Properties. “I always have the goal of growing my business by 20% year-over-year, and so far have achieved that,” she says. “But because I plan to remain a small brokerage, I’ll always stay focused on quality over quantity.”

Erica Cuneen

Beyond Properties Realty Group | Chicago, IL

708.386.1366 | erica@beyondpropertiesrealty.com | www.beyondpropertiesrealty.com