



*It doesn't take long to realize* that Chicago real estate professional Trudy Holmes genuinely loves her chosen career. "I have been a REALTOR® for 22 years and I will stay in this business until I'm too old to open the door," she says. Trudy was working as a secretary in a real estate office when the broker noticed something special about her. "He saw that I was always making sure clients were taken care of, and told me I needed to be a REALTOR®, not a secretary," she recalls.

Licensed since 1994, Trudy has worked in many of the city's neighborhoods. Currently, she finds a majority of her business coming from clients in the Wicker Park area, Morgan Park and Beverly. "I'm at the point in my career where it's nice to focus on increasing the price point of the transactions I'm working on," she says.

Over two decades, Trudy has developed a reputation as being a REALTOR® her clients can count on, and some other agents are happy to have the chance to work with. "I make sure I listen to each individual client's

needs and desires so I can match them with a property that suits them the best," she explains. "I also do everything I can to work things out if something is wrong with the property or if anything comes up during the transaction. My goal is to always make sure my clients are happy with the end result."

One simple principle has always guided Trudy's business, which is having integrity above all else. "My word is my bond," she says. "If I say I'm going to do something, I do it. And if another agent tells me they're going to do something, I expect them to follow through."

When talking with new agents, Trudy strongly recommends for them to find a mentor they can rely on to answer the many questions that will inevitably come up. "When I was first starting out, my mentor told me to always plant seeds and follow up, and to make an effort to stay in front of clients," she says.

Trudy is fortunate that more than half of her business comes from repeat clients and referrals, but her goal is for that number to rise to 90%. She actively asks her clients for feedback on her performance, and she hears many of the same things time and time again. "They tell me they like my personality, the way I take care of things and make the process stress-free."

After being part of the community for many years, Trudy has discovered several causes she feels strongly about. "I'm proud of being part of the Good Neighbor Award committee, which brings attention to areas that wouldn't normally get attention, to make sure people know what's going on in those communities and possibly decide they want to build there," she explains. Trudy also routinely gathers clothing, food and other donations to donate to area senior centers and homeless shelters. "I always try to be helpful," she adds.

Trudy has some exciting plans for the future of her business. She is currently in the process of building a team of five agents, and is studying to get her real estate license in Indiana so she can work there, as well. All of it is so she can continue doing what makes her happiest. "I enjoy going out, looking at properties, and helping clients choose one that will be the right fit. I just love it!"

Trudy Holmes

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