



time and energy on sellers,” Sarah explains. “We have already closed more than 250 transactions for the year; the systems we have in place allow us to be really productive.” That level of volume is impressive, though not surprising, when you consider Sarah’s track record. Before forming a team, she was the #1 RE/MAX agent in the state. This past year, her relatively new team was ranked #3, compared with teams twice their size.

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For Sarah, those numbers are simply the result of doing what is most important to her — nurturing her client relationships. “Relationship building is huge,” she exclaims. “When we take on a client we give them all our attention. The compliment we often hear is that we make our buyers and sellers feel like they’re our only client. With the volume we do that’s really important to us.” That attention includes constant communication throughout the buying or selling process, as well as client parties and other events to keep in touch even after the transaction is complete. “These are big decisions we’re helping people make. We’ve built the business on having really good lines of communication so we can be their agent not for just this transaction, but for any future transactions as well.”

With a large percentage of their business being repeat and referral clients, its clear the team is successful in maintaining those important relationships. “For people to pass along our name to family, friends and coworkers is literally the biggest compliment we can ever receive,” Sarah says. “As our numbers grow, we are getting more and more referrals. I’m also finding that a lot of clients who bought six or seven years ago have growing families and they’re coming back to us to move up. It’s great!”

Sarah and her team’s commitment to service extends past their clients, and into the greater community. Every

Kids who grow up in a real estate family generally have one of two reactions. They run as far from the business as they can, or they embrace it fully and experience tremendous success. For Chicago-area REALTOR® Sarah Leonard, the latter is true. Her mom and dad were both tied to real estate and Sarah got her start at 15, working with RE/MAX to schedule showings and help agents with paperwork. Shortly after turning 21, she got her real estate license and quickly made a name for herself in the business. Now in real estate for more than 10 years, she has built a team that serves clients in Kane, Cook, McHenry and DuPage Counties.

Thanks to proven systems, the team runs like a well-oiled machine, which allows them to serve a high volume of clients while providing personalized, one-on-one service. “I have agents who work with buyers, while I focus my



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other week, two team members volunteer at Food for Greater Elgin, a unique, grocery store-style food pantry. They also work with local animal shelters and nonprofits dedicated to children’s causes. “At some point it’s not just about closing houses,” Sarah says. “It’s truly about giving back once you reach a certain threshold in your career.”

Armed with her “never-say-no” philosophy, Sarah is poised for continued career growth. “You have to change and give things a shot and look at things as opportunities,”

she explains “Just because something is new, doesn’t mean it won’t be really powerful down the road. For example, when I first started, Zillow didn’t exist yet,” she says.

It’s safe to say the best is yet to come for Sarah and her team. “We want to continue to grow, learn and educate ourselves on how to be better. We can never stop learning. When you stop learning is when you stop growing and we never want that to happen.”

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