



neighborhoods and we enjoyed turning neglected homes into beautiful homes. That experience taught me that I had a good eye for value,” she explains. “I also

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discovered that I really enjoy the transaction part of the process. From locating the right property to negotiating, marketing and staging. Becoming involved as an investor made me want to become a more integral part of the business.”

Now a few years into a budding real estate career, that initial spark of interest has grown into a flame that continues to burn brightly as she assists home buyers, sellers and investors throughout Chicago’s western and southern suburbs. “I know the intricacies of the area very well because I’ve lived here my whole life,” Liz says. “But I also enjoy going outside my comfort zone to study and analyze the market dynamics of different locales in order to best serve my clients.”

Liz’s clients reap the benefits of her degree in economics, and she uses her understanding of the law of supply and demand when assisting them in making offers and listing homes. In fact, her ability to interpret and communicate complex data is what sets Liz apart. Every client — whether they’re buying or selling — receives a custom report that includes a detailed economic analysis for a given property, including comps, micro and macro trends. “I have all the necessary tools to help clients make their big decisions so they feel confident in moving forward,” Liz says.

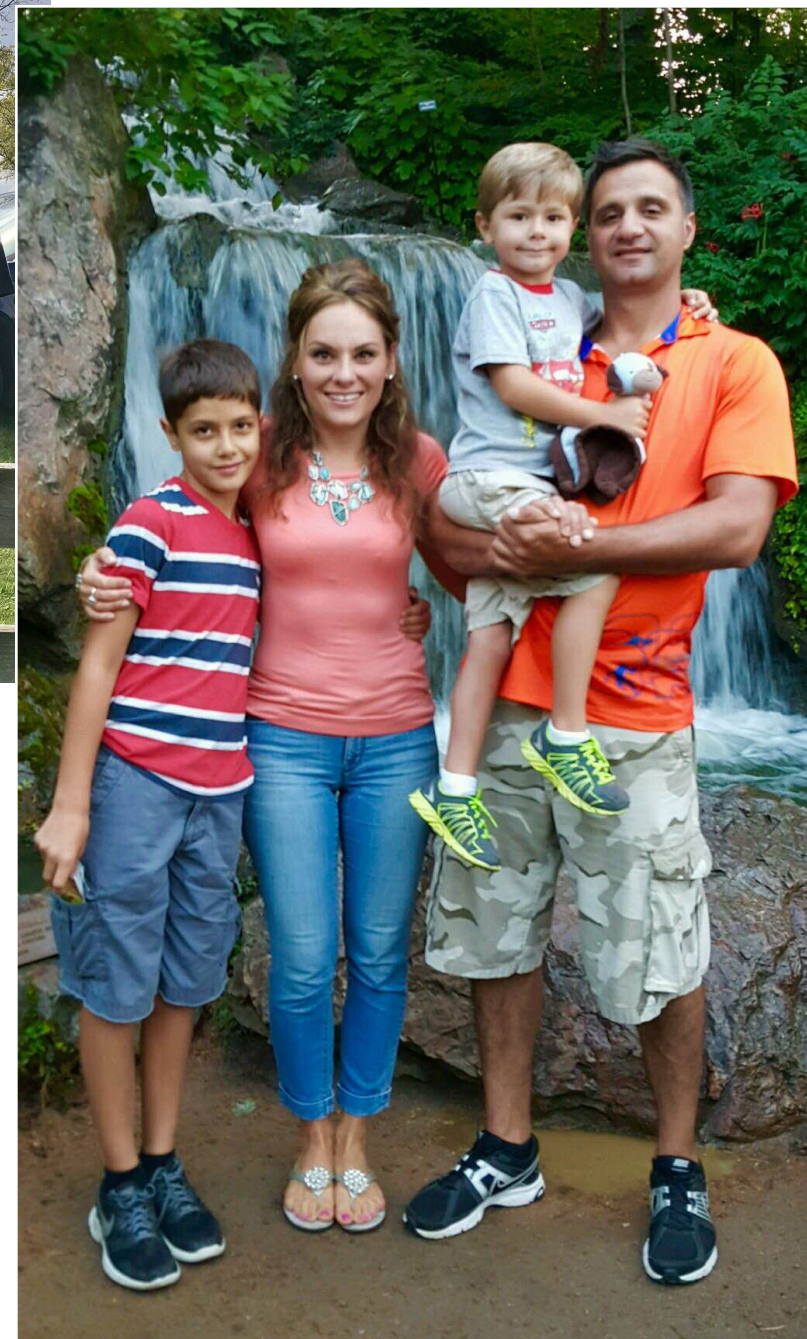
As someone who entered the business fairly recently, Liz has a great piece of advice to offer other new agents. “It’s so important to choose a brokerage that offers training to empower you with the skills necessary to



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become a successful agent,” she says. “I consider myself fortunate to be a part of d’aprile properties. Not only was I given a foundation for success, but coaching and support are always available to me.”

Amazingly, Liz has built a base of repeat clients and referrals that is responsible for more than 90% of her business and her listings sell for an average of 97.1% of original listing price with an average market time of just 10 days. But all those numbers are meaningless without the people they represent. “What I enjoy the most is meeting and connecting with a diverse group of interesting people,” Liz says. “To get the chance to be a part of what is a significant milestone in their lives is what drives me to be the best agent I can be.”



That commitment to her clients is what continues to drive Liz forward. “I’m excited to continue to grow my business organically and help my clients achieve their dreams,” she says. “Ultimately I’d like to gain enough experience to move into a managerial role to inspire and mentor new agents and help my company continue to grow.”

*Liz Catalano*

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