



After spending several years in corporate marketing, Kim Howard found herself at a crossroads. She enjoyed the work and loved the people she worked with, but she couldn't shake the feeling that something was missing. She turned to her network for career inspiration and in talking with several contacts who were in real estate, realized it would be a perfect fit. Kim became a licensed agent (during a very

busy year in which she also got married) and hasn't had a single regret about her decision. "Every day is different and my clients keep me so energized," Kim says. "Plus I'm always learning something new about my city, which I fall more in love with each day."

As a Residential Consultant for Dream Town Realty, her main focus is helping buyers and sellers on the North Side of the city and also in the North Shore suburbs — although she has had clients throughout other areas of Chicagoland. She really enjoys working with buyers and helping them explore the different neighborhoods of Chicago to find a great fit for them, while walking clients through the process from start-to-finish in an educational way.

Educating her sellers is also a large part of why she lands her listings. With her solid marketing background, Kim is able to easily convey how she attracts buyers to their listings through her creative marketing tactics, including social media marketing. "The term 'social media marketing' is abused so much. It's not just putting a listing on a Facebook page and hoping it sells," Kim says. "I strategically look at the market, target the right audience, and what appeals to them — right down to the choice of colors and fonts I use for my digital marketing efforts — and that's just the baseline."

It's not just the educational aspect of buying a home and the creative marketing tactics Kim has to offer clients, however. She is committed to establishing trust as the foundation of success, which helps build long-lasting

relationships. "I always want to communicate honestly with clients, even if it's something they don't want to hear — I don't beat around the bush, my best interest is always their interest," she says. "It's about creating an honest, genuine experience."

With that in mind, Kim also goes out of her way to make the process for her clients not just educational, but enjoyable. "The process isn't always as exciting as they make it look on HGTV," she says with a laugh. "I try to keep my clients engaged because sometimes it's a little exhausting. With buyers, inventory is low in many places, so the process can take patience, diligence and of course, expert negotiation."

Kim is no stranger to winning deals for her clients, and one recent experience showcases that negotiating talent and being her client's best advocate. "I beat out seven other offers for my clients for a particular property in the North Shore — it was such a great feeling!"

Kim's commitment to her clients is paying off in the best way, positive word-of-mouth. Though she's only been in the business a little over a year, she already enjoys an incredibly high percentage of referral clients. That's not surprising though, when you learn that her over-arching goal for every buyer, seller or investor is for them to feel like they are her #1 client.

Naturally social and outgoing, Kim also finds satisfaction in the networking and community building aspects of real estate. "I love being a go-to resource and connecting people," she says. "It's exciting because it means I get to help more people, which is one of the big reasons I chose this career." She supports the communities she serves with her involvement in Business Networking International (BNI), IVY — The Social University, the Woman's Club of Evanston and the Chicago Association of REALTORS.®

There is nothing standing in the way of Kim's continuing ascent to success. Her future plans include achieving a repeat and referral client rate of 90% and tripling her business year-over-year. "By the five-year mark, I hope to have a team that runs like a well-oiled machine so we can serve even more clients."

Kim Howard

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