



Beginning a career in real estate while the nation was still in the midst of a recession wouldn't necessarily seem like a great idea to most people. But most people aren't Edith Schell, top producing real estate agent at d'aprile Properties.

"I always knew I would go into real estate. My aunt was a REALTOR® and I loved watching what she did when I was a child," Edith recalls. Her decision to enter real estate was further complimented by her husband's successful and 20-year career as a mortgage broker. "We knew we

would be able to help one another with referrals, and provide great service to our clients," she says.

Despite the lackluster real estate market at the time, Edith dove headfirst into helping others meet their real estate goals, regardless of their needs or budget. "The housing market seven years ago, was not hot," Edith says. "But I have always wanted to be a real estate consultant, and advisor. I'm not just interested in selling a home. I want to build relationships for life," she says.

To that end, Edith was perfectly happy to help renters when the market was down, and today, she says that was one of the best decisions she made. "I did a lot of rentals, when I first started. Now, so many of the people I helped to find rental properties have come back and bought their first homes with me. Some of them are on their third or fourth house, and my business is now evenly split between buyers and sellers," Edith explains.

The reason those first clients continue to rely on Edith, and refer her to others can be traced to the values and principles that guide her business. "I am honest all of the time, even when I have to explain to a client why something won't work out. They deserve honesty, open communication, and transparency," she says. In addition, Edith says that being available to her clients when they need her has been fundamental to her success.

"Buying a house is a very emotional process. I make sure that I am always there, and always available to walk them through the process, and explain every step of the way," she says. Her dedication to delivering this type of premiere service is all worth it, considering the rewards she reaps from being a REALTOR.®

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"Real estate is a fun industry. I work hard, but I get to meet interesting people, and there is nothing like that feeling when a client is jumping up and down, excited about buying or selling their house. To me it's one of the best feelings in the world," Edith says.

In fact, those rewarding feelings are second only to the joy Edith gets from spending time with her family. "We have a 10-year-old son, Vincent, and an 8-year-old daughter, Sofia. They are very active in sports, and school shows, so I spend my spare time volunteering at their school or attending their events," she says. Her family also enjoys exploring all that Chicago has to offer in their spare time. "We also travel a lot and prioritize family time," Edith says with a smile.

After three consecutive years as a Top Producer, earning the Silver Key Award in 2014 and 2015, and being named a Platinum Award Winner in 2016, Edith's star continues to climb. With a business that is almost entirely by referral, each year Edith's sales have exceeded the previous year, and she plans to continue growing in the future.

"I hope to build a team, and expand our reach outside of Chicago, and into the suburbs. I really love being the go-to real estate person for people I meet. I love when they ask me what is happening in the market or in specific neighborhoods. I love that they come to me with questions about their homes. I was taught early on to focus on relationships, and become an advisor, and I'm so glad that I followed that advice."

*Edith Schell*

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