

featuredagent

magazine



JAKE
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Growing up in Michigan, Jake McClure dreamed of someday owning a castle. As he got older, he learned that the home a person owns is their castle, whether it has one room or one hundred. He couldn't wait to have a place of his own. Then, having gotten a taste of the real estate field, Jake soon dedicated himself to the goal of helping others become homeowners as well.

After obtaining his MBA, Jake worked several positions before ultimately finding his way to a career in real estate almost a decade ago. He started in the city as a leasing agent and eventually transitioned into sales. While he loves working sales, the change wasn't always an easy one. In fact, something Jake is particularly proud of is the Rookie of the Year Award he received in 2019 as he was transitioning from leasing to sales. "It was really

difficult, especially in the beginning, but it really helped me build my business to where it is today." Now, Jake thrives as a broker and loves every day on the job.

He founded his team, the Burling Square Group, in 2020. Currently consisting of three brokers and one leasing agent, and looking forward to adding more agents in the future, the group has flourished in northern Chicago and the North Shore Chicago suburbs. They specialize in residential sales and luxury rentals, focusing on new developments, and will likely transition further into the luxury and new development market in the next few years based on market shifts.

Jake particularly enjoys working with buyers to help them find a home. As he puts it, "I love helping people,



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and I love helping them find the place they truly want to live in.” Jake also loves the variety that comes with working real estate in Chicago. “One day I might be looking at a million-dollar home in North Shore with a buyer client and the next day I’m walking new construction in the city.” In a busy city like Chicago, there’s certainly no time to get bored!

At least half of Jake’s business comes from satisfied customers who return and refer others. What’s the secret to this high level of client satisfaction? “I respond

lightning-quick. I’m brutally honest about everything. We do the best work that we possibly can for our clients.” Jake isn’t one to pass the buck to his team, either. “I’m really not afraid to roll up my sleeves. I’m the one that’s working the open house, I’m the one that’s sending mailers, I’m the one that’s calling other brokers to spread the word.” Jake’s clients appreciate that he is always ready to put in the hard work when they need him.

As he and his team have become more and more successful, Jake has also discovered the value of not spreading





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himself too thin. As he learned, “When you say yes to an opportunity, you’re saying no to another opportunity.” He knows how important it is to prioritize time management and to think carefully about what projects he chooses to take on so he can give every client the attention and commitment they deserve.

Along with his time management, Jake prioritizes honesty and integrity. Without those, says Jake, “I don’t think any agent’s business will really last in the long term.” Those values don’t stop when he’s off the clock, either. Jake believes that success comes from conducting himself with

the same honesty and integrity outside of real estate work that he strives for within it. One way he shows his integrity at home is through his dedicated support of the Shriners’ Children’s Hospital of Chicago.

Jake has big expectations for the Burling Square Group; over the next year, he expects to add another four agents and expand further into luxury rentals and sales. With all this growth and success, time off is limited, but Jake always makes time for family. He and his wife and kids love visiting parks and beaches, and enjoying all the great food and entertainment Chicago has to offer.

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BURLING SQUARE GROUP, FULTON GRACE REALTY | EVANSTON, ILLINOIS

312.468.2669 | JMCCLURE@FULTONGRACE.COM | WWW.BURLINGSQUAREGROUP.COM