

featuredagent

magazine

*Elyse
Berns*





Elyse Berns

After an early career as a nurse, Elyse Berns, found herself a little too emotionally involved in the job. Being unable to build a wall between herself and her patients began to take its toll, so she followed in her mother's footsteps and made the switch to real estate in 1980. With her mom as her mentor and business partner, Elyse obtained her broker's license shortly after, and opened up an independent office, which they ran for five years before they opted to close the office and join RE/MAX.

In time, Elyse moved away from selling real estate to teaching it. "One of my former professors had just set up the ERA franchise in the state of Illinois. He didn't have time to actually run the school and thought I'd be really good at it," says Elyse. "So I gave it a shot and it turned out to be the best thing I ever did!" As the Director of

Education at the ERA Real Estate Institute, she designed the coursework and had it approved by the state of Illinois. She ran the school for nine years until it was sold, then went to RE/MAX, in Northbrook, Illinois, and then on to their office in Buffalo Grove in 2001, where she has been ever since.

And if it wasn't enough that she taught real estate and sells it, Elyse also became a mortgage loan officer 13 years ago, which adds even more value to those who choose to work with her. "This works really well when helping my clients get pre-approved or even later, when they refinance," she explained. Elyse was a contributor to "Modern Real Estate Practice," the textbook for students in real estate school, wrote a real estate advice column for the Pioneer Press, and has also been the recipient of several awards, including the RE/MAX 100% Club.



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Elyse enjoys a 75% referral rate as she goes above and beyond for her clients in the north end of Chicago, North Shore, and northwest suburbs, although she’s happy to go wherever her referrals take her. That impressive rate of referrals stems from the level of service she provides to each and every client. “I have no problem going extremely out of the way for my clients. Sometimes I do things for them that aren’t even in the realm of what a real estate agent does,” Elyse said, referring to the massive clean-up jobs she’s done for clients in the past. “I’m very honest and ethical and it’s my fiduciary responsibility to get a property sold, so I’ll do what I have to as long as the client benefits from it.”

That also means she does the simple things such as answering her phone when clients call no matter when they might need her. “I don’t turn off my phone until I go to sleep, which is about midnight. I don’t care if you call me at midnight — if I’m up, I’ll answer the phone,” Elyse says. “Late nights or holidays, it doesn’t matter. I bend over backwards to make things work for my clients because I want a good, clean reputation. I’m not the busiest agent with hundreds of listings, but the clients I work with are always very happy and continue to refer me to their friends and family because I am hands-on and give all my attention to each client. I do not delegate to other agents, as I prefer to have total control over the transaction.”



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Having lived in the Chicago area her whole life, Elyse is very familiar with the neighborhoods and communities she frequently shows. “Sometime I even show houses that I used to visit and play in as a kid because I had friends who lived there years ago. That’s always fun,” Elyse said with a chuckle.

To maintain balance in her life, Elyse enjoys swimming, jogging, and walking during her free time. She also makes an effort to regularly sponsor local events that benefit her community. “RE/MAX does a lot as a company to give back, so whatever they’re involved in, I’m involved in too.”

After 42 years of being a licensed agent and currently holding a managing broker license, Elyse is still elated by



the feeling she gets when a first-time buyer gets the keys to their new home. “There is nothing more exciting than seeing a young family purchase their first home. I especially love the millennials — I like to take them under my wing,” Elyse said. “Their appreciation is very gratifying.”

So, it doesn’t come as a surprise that Elyse has no plans to slow down anytime soon. She thoroughly enjoys everything about this industry, from networking and meeting new people to the joy she gets from the relationships she has formed over the years. “I plan to work until I can’t work anymore,” says Elyse. “I just turned 65, and I rely on myself to make a living, but I’m not one to sit around and do nothing anyway. I know things can change in a heartbeat, so as long as I’m ok, I just want to keep working.”

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