

TOP AGENT MAGAZINE

by Alysia Shivers



Helen Oliveri

There are real estate agents and then there is Helen Oliveri. To say this Chicagoland REALTOR® is a go-getter understates her ability. Consider this...Helen accomplished her real estate licensing coursework and passed the state test in one week; her first sale, a \$950,000 property, happened one week later;

after 60 days of selling, she was the number one salesperson in her office; and she achieved Rookie of the Year during the first few months of her career. "I took off running," she says.

Though Helen says she was born to do this, real estate was not her first career. Coming from a family of teachers, it was as if her path was predetermined, and for a bit she did follow in her family's footsteps earning a master's in educational administration and going on to become a trainer and recruiter for the Fortune 500 company CDW Computer Centers and eventually a high school English/drama teacher. But Helen also loved the performing arts and took a five-year hiatus from teaching to take the lead in Chicago's production of "Tony n' Tina's Wedding."

Helen didn't take the idea of real estate seriously until she let the testament of two REALTORS® sink in. The rookie agent she and her husband Danny enlisted to help find their first home insisted she would be a great real estate agent after Helen took the deal into her own hands, researching the financing and handling the negotiations. At the time, she brushed it off. Years later, though, another REALTOR®, this time a friend, also told her she would be great. These affirmations led her to simply stop in the first brokerage she saw one afternoon and ask, "How do I become a REALTOR®?"

That was July 2003, and today The Helen Oliveri Team manages over 300-plus properties a year and more than 200 buyer leads a month. Her sales exceed over 163 per year and year after year the company continues to grow. In fact, from the start Helen was extremely busy, and she quickly transitioned from solo agent to team leader. "It was virtually uncontrollable from the start," she says. "I had 20 listings early on and I was having a hard time managing it all."

To help ease the pressure, Helen asked her husband to leave his job and join her. When Danny became too busy, they agreed to hire another assistant and they continued to grow as the workload increased. Now, The Helen Oliveri Team consists of 10 highly efficient members, including sales professionals, back office administration and field assistants. Ideally Helen would like to have between 12 and 15 sales people on her team. "I believe in a specialist model," she explains. "I'd rather have five talented people than 50 untalented." And without any reservation, her team members are considered to be the best of the best in the business.

Associating herself with Keller Williams Realty, Helen appreciates having the support of a large company behind her, but it is really her team, its un-traditional approach, and its process that makes her a success. Tools that are unique to the Helen Oliveri Team include expensive and unique marketing strategies, an extensive internet presence, and custom-made collateral materials.

Pricing is also critical and Helen considers herself to be a pricing expert and a skilled negotiator. "I capitalize on the market of the moment," she says. "I really know my markets very well and I understand the nuances of them." In fact, Helen is known for pricing strategies that net her sellers the most money in the shortest amount of time under current market conditions. Past client Julie Kalata says, "We were very impressed by how she was so on top of the market and had sought out my business. Helen has a great team behind her. I was not concerned with her being available or not providing the attention I deserve as a home seller. She is right there, all the time. She sold my home quickly and for a price we thought was fair. She executed all elements of the sale process accurately and precisely."

Clearly, Helen projects a forward-thinking attitude and her unguarded drive to be the best in the business is apparent and ongoing. Just in talking with her, it is clear she has a true passion and love for the business, and she is a name that is heard over and over as she continues to grow and excel in the industry.

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