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Helen Oliveri

Dynamic and Driven, a Star in the Making!

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By Donna Kozik



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Helen at Dunning Courtes, a 20-unit townhome development that she is currently selling.

Residents and developers looking for a dynamic, knowledgeable and tireless Realtor need look no further than Helen Oliveri. The go-getter is that and more as she helps others in Chicagoland make “your best move.” Her reputation is synonymous with leadership, knowledge and expert results.

A former high school English/drama teacher with a master’s degree in educational administration, Oliveri is also a former actress, featured as “Tina” in Chicago’s popular production of “Tony n’ Tina’s Wedding,” and a former trainer and recruiter for the Fortune 500 company CDW Computer Centers. Oliveri is used to being in the spotlight, and she even had a principal role on the former CBS television show “Early Edition.” Now she’s a leader, eager to provide first-class customer service, a stellar work ethic and effective marketing for her customers in the challenging world of real estate. Challenges drive this young dynamo to be the best in her field, where she’s already regarded as a “rising star.”

“These are the cornerstones to success,” said Oliveri. “Providing my clients with ground-breaking technology, sound business advice and ultimate service is my number one priority. I focus on the tasks at hand, employ only the best tools the business has to offer and I make it a point to execute on behalf of my clients at every moment and opportunity to represent their best interests at heart. My goal is to create ‘raving fans’ and lifetime relationships.”

When Helen and, at the time, future husband Danny (also a former cast member of “Tony n’ Tina’s Wedding”) were looking for a place to live, they started house hunting with a rookie Realtor. “He had patience with us; we looked at 60 houses in eight months,” said Oliveri. But it was Oliveri who finally found the perfect place — and took matters into her

own hands. “I did the research on the financing, negotiated the deal on purchase — put together the whole purchase and brought him in to get his commission since I felt terrible that he had spent so much time with us,” she said. “I enjoyed the entire process completely and fully, and I was motivated to learn more.”

That joy was something Oliveri remembered during the last in a string of bad days teaching secondary education. “One day I left school, frustrated and upset, which is unlike me, because I am unusually even-keeled when making important decisions,” she said. “I stopped at a real estate office and asked the broker, ‘How do you become a Realtor?’ He smiled, pulled me into his office and told me I would be a star Realtor. He helped me tremendously and basically took care of everything. Then I called my husband and said I was going to be a Realtor. As always, he completely supported my decision.

“Learning is something that I find engaging,” she continued. “Education has always been a part of my life, and every day I study how to be the best. My family is full of educators, and my father is my scholastic hero. I guess it all started with my own drive to create the best deal for myself as a home buyer. With that eager drive, along with making my own house buying deal happen so smoothly, and per the suggestion of my own agent telling me to get into the business, this field seemed like the most natural transition for me. And here I am today, negotiating and selling millions of dollars in real estate on behalf of others.

Helen performing as “Tina” and Danny performing as “Johnny” on the far left at “Tony n’ Tina’s Wedding,” where they met.





Helen performing as “Tina” with guest star Frankie Avalon at “Tony n’ Tina’s Wedding.”

The fact that they trust me is a signal that I am doing things the way they should be done. I am so proud of that and the raving testimonials I receive on a daily basis. It makes all the challenges and trifles worth it.”

It was apparent to everyone, including Danny, that Oliveri was going to be a star in the business. She took an advanced course of study and became licensed in one week, thanks to both her drive and a photographic memory. Her first sale came a week after that. “It was a 50-acre farm in Huntley,” she said. “The homeowner had been trying to sell it on his own for 13 years. He listed with me and it was under contract with a cash offer in five days and closed 30 days later.”

Oliveri was number one in her office during the first month of selling, and within the first quarter of her new career, she achieved Rookie of the Year status. “That’s when I really started to get that competitive drive,” she said. “I said to the broker, Who is number one? He told me her name and I said to him, ‘I will be there sooner than you think.’ I always set high expectations and evaluate who’s at the top and look to be as successful as they are — if not more. I’ve been told that I am well on my way.” With personal record-breaking numbers for March, Oliveri has already produced more in one month than what was almost half of her entire year last year. In fact, for March, she placed second in her office, and she wrote 23 transactions equaling more than \$ 7.7 million in residential sales. She is a selling machine who enjoys thoroughly the challenges of competition. She thrives off of success — both personal and professional.

“For me, it’s not just about sales and financial success, but also about being respected by colleagues and being a heavy hitter in the field,” said the long-time tri-athlete, who left high school with the opportunity of eight full-ride Division I athletic scholarships, and was the Captain and MVP of every high school sports team she joined for four years in a row. She achieved All-Conference honors in all sports, as well as All-Area and All-State recognition. She was also the *Sun-Times* Player of the Year for basketball, and also received honors for Senior Athlete of the Year at Niles West High School — a unique award that only comes out once every 10

Her dedication, professionalism and knowledge in business are truly amazing.

— Chris Bozek, 1st Liberty Banc

Developers appreciate she’s competent and confident in her abilities.

— Gary Jensen, Glenview Coldwell Banker

years. It’s obvious that being the best is the most natural thing in the world for Oliveri, and her spirit is evident in all she does.

“Failure is just not an option for me,” she said.

And the awards keep coming in her career as a Realtor, too. In the business for fewer than three years, Oliveri has been recognized as a member of the Prestigious President’s Elite for 2004 and 2005, the second highest designation that Coldwell Banker offers for its agents; the President’s Club, Top 100 Agents for Coldwell Banker Residential Brokerage; Rookie of the Year; Ranked in the top 2 percent of Coldwell Banker Realtors nationally; and ranked top 1 percent in the North Shore Region for units and listings. An amazing reward for someone so young in the business!

“My success is supposedly unbelievable, but to me it’s not, to me it’s not even close to where I want to go,” she said. “I am known for exceeding expectations, and I strive to be the very best. I set high standards, I expect perfection from myself and others, and my success is measured to me according to how many raving testimonials I receive from my clientele. Being one of the top producers in the game is just natural and innate for me. I wouldn’t have it any other way. My vision for the future and my five-year plan will be record-breaking. I expect success, and ‘Aim high’ is my philosophy!”

A self-proclaimed workhorse, there’s rarely a time this professional isn’t found concentrating on her clients. “To me, it’s not work,” she said. “I love the challenges of growing a business and selling property. I can handle a lot — I’m a great multitasker. I handle the work load of at least three licensed assistants. I am organized, meticulous and have phenomenal time-management skills. I am also rarely tired. I do have my moments, but my to-do lists, along with a great team, help me achieve the quality of service and results that is my priority. My clients choose me because I am considered one of the best, and I will do what it takes to maintain that reputation.”

Buying a home is one of the biggest commitments that a client will make, and having someone with knowledge and experience in the business, such as Oliveri, makes them feel secure, said Chris Bozek, Office Manager of 1st Liberty Banc. “Her dedication, professionalism and knowledge in business are truly amazing,” said Bozek. “She understands clients may have questions and concerns. She addresses issues on the spot, and advises her

Helen with her two favorite men in the world, her father (left) and her husband (right), celebrating Helen’s birthday.



Helen responds immediately to questions and concerns and is really on top of her business.

— Julie Kalata, client

clients if the property they are looking at will suit their needs. I have yet to meet someone else like Oliveri who is not only dedicated to her work, but also committed to each client individually. She truly tries to get to know her client first.”

SETTING HERSELF APART

Since every property is different, Oliveri creates a targeted business plan for each and every client so the property gets sold. “My success comes from knowing and understanding the property, marketing the best it has to offer and being perceptive enough to know what a future buyer is looking for,” she said. “I’m extremely detail-oriented and specific in what I do. My natural instinct is one of my strengths. In fact, I expect perfection from myself and others. Precision, care and proper execution are requirements for me. Specifically, one of my sayings is, ‘Do things right, or don’t do them at all.’ Less than the best is unacceptable.

“I’m always finding myself taking over property that hasn’t been able to be sold or been in a predicament, and, in most cases, I’m able to do what others haven’t,” she said. “People know if they call me, they know they’re going to get the results they’re looking for, and I take care of them as if they’re my own family. I have a personal commitment and attachment to each person’s situation and needs. That’s my job and my responsibility, and I take it very seriously.”

Helen with her family at her “real wedding!”



Helen and her mom at Greektown spending time together.

Oliveri and her team cover everything, from presales, to sales, to closing and service after the sale. “We provide super high-end technology that is unsurpassed in the business,” she said. “It gives us an edge in customer service, and our customers an edge in the way we market their properties. Our goal is to achieve more equity in the shortest amount of time. We are an invaluable asset to the seller. For a buyer we do the same; the only difference is we are looking to help our buyer get the property at fair market

Helen and Danny at their own wedding riding in their favorite signature class Rolls Royce.





Helen at Neva Manor, a 33-unit condominium building that she is currently selling.

value or less with only the best of terms. For each client and their personal circumstance, we tailor our services as appropriate. We are chameleons that understand that each person has different needs. It is our job to foster those real estate needs accurately and professionally.”

She does this with ultimate professionalism, first-class service and intense goal-oriented work ethic. To see that things are done well, Oliveri isn’t above picking up a broom and sweeping out a garage, or while dressed in her professional best, scrubbing spots off of floors. She and her team have even dropped clients’ kids off at school and picked up clients’ mail. “I will do whatever it takes to make sure clients have a smooth and effortless transaction,” she said.

DEVELOPMENTS AND NEW CONSTRUCTION

In addition to selling existing homes, one of Oliveri’s present concentrations is selling new construction developments. “For builders, we do concept development, image creation and collateral development,” she said “We do everything — they don’t have to concern themselves with all of the sales and marketing. We equip the builders to do what they do best — build — and they allow me to do what I do best — sell! It is a complete win-win situation.”

To show the difference in what she does that is untapped by others, Oliveri was referred to the owner of Peter Build Custom Homes, a rising home building company that has similar standards of excellence as Oliveri. She made significant suggestions on how she would sell the company’s projects. “After I saw her and Danny’s presentation, my jaw just about dropped with all they said they were going to do for me — and she did everything she said she was going to do,” said the company owner, who wishes to remain anonymous. “I wish others in the business would be the same way. She sells like crazy and she works like crazy and she’s just right there all the time — nobody’s as good as she is.”

Although most of Oliveri’s outstanding work ethic stems internally, some of it comes from her parents. “My parents and my sister are my best friends, other than my husband. Throughout my life they always provided me with encouragement, praise and confidence. They always pushed me to be successful in whatever I chose to do,” she said. “They said I could be the best at whatever I wanted, and I believed them. All that positive reinforcement helped me do anything I set my mind to. And, I was at the top of almost everything I set out to do. Now, real estate is my next goal, an ongoing relationship to be the best I can be, a renowned Realtor.”

She just does it all, and she does it well.

— Patty Allekian, client

Some of her drive comes naturally from her given ability to lead others. “When I was 3 years old, I was gathering up the kids in the neighborhood and directing them in playing softball,” she said. “I created the field, the rules of engagement and even kept score. All of the kids would come around to my house and ask me, ‘What game are we going to play today?’ I loved the competition and the leadership role. All the kids said I was in charge and it was time to play. I guess I was fortunate to grow up in such a loving family and such a great North Shore neighborhood. These fond memories and experiences shaped me to be all I am today.”

Gary Jensen is the managing broker for the Glenview Coldwell Banker office. “Helen pursues developers with multiple units, new construction and single-family listings,” said Jensen. “She has well over 60 listings for new development units in the northwest side of the city and the suburbs. She also represents existing single-family homes, and she is amazing at handling a lot at a time.

“She’s extremely organized, very high energy and has a unique ability to focus on what needs to be done,” said Jensen. “Developers appreciate she’s competent and confident in her abilities. It comes through in her presentations, where she is able to address the marketing side, public relations and advertising side. She even helps them develop company branding for their projects. Homeowners think she is energetic and goal-oriented and knows how to get the job done well.

“She expects results from herself and success is her only option,” he said.

MEET THE TEAM

In an effort to provide the service she is noted for, Oliveri employs a full-service team to assist clients in their real estate transactions. She has a full-time director of marketing, a full-time dedicated buyer’s specialist and another full-time Realtor associate so each transaction is seamless. As team leader, Oliveri oversees the others and keeps her thumb on the pulse of all transactions.

Besides being a licensed Realtor with North-Shore Board of Realtors, she’s also a certified Cendant Listing Relocation specialist, a certified Cendant

Helen with Patrick O’Rourke (Regional VP) and Gary Jensen (Managing Broker) receiving recognition for Presidents’ Elite 2005; top 2 percent nationally for Coldwell Banker, and top 1 percent North Shore Region in units and listings.





Helen and Danny laughing and enjoying a night out to dinner, which is a rare treat!

Buyer Relocation specialist, a home marketing specialist, a builder services expert and a negotiating and contract expert.

Husband Danny is Director of Marketing for Oliveri. He studied business marketing at Northern Illinois University and was also a financial analyst for Water Reclamation of Greater Chicago. “Helen is truly an amazing woman who is capable of anything she sets her mind to. She’s high energy, and she expects the best,” said Danny. “She’s focused on the task at hand, she’s driven and she takes the responsibility of working for people very seriously. Helen has a heart of gold and will give until there is nothing left to give. She is caring, ethical and the hardest working person I know.” In turn, Helen states about Danny, “It’s phenomenal working with him. People say they can’t work with their significant other, but I find it just the opposite — I can’t work without him.”

It’s a dynamic partnership. “And he’s good at what he does,” adds Oliveri. “Danny’s creative abilities are a phenomenal asset to our clients. He dresses up each person’s listing, and makes it as beautiful as we see it. It’s a priceless advantage when selling a home with us. He will market a property uniquely and specifically to showcase the best features it has to offer a home buyer.”

Julie Kalata had initially listed her house with another Realtor, but she and her husband didn’t think they were getting the marketing expertise and advertising their house needed. “We dropped from the MLS and put up ‘For Sale By Owner’ signs one weekend,” said Kalata. Oliveri called, asked if it was still for sale and then she and Danny did a presentation on how the house would

Helen and her sweet beagle, Lulu, in the family room of her home!



PHOTO COURTESY ROB WEHMEIER; WWW.WEHMEIERPHOTO.COM

She sells like crazy and she works like crazy and she’s just right there all the time—nobody’s as good as she is.

— Peter Build Custom Homes,
New Construction Home Builder

be marketed. “We were very impressed how she was so on top of the market and had sought out my business,” said Kalata. “Both my husband and I have a background in sales, and we appreciate someone who knows their business and goes after business — that’s why we listed our house with Helen.

“There are Realtors in the area where I live who have great reputations,” added Kalata, “but I’ve also seen where some of their clients have relisted with another agent because they’re so busy and didn’t have a team to back them up. Helen has a great team backing her up. Also, sometimes home sellers are concerned about going with a Realtor who does a lot of business, thinking, ‘I’m just one of many clients, and I may not get the attention I need for this.’ That’s certainly not the case with Helen. She responds immediately to questions and concerns, and is really on top of her business.”

Kalata was also impressed with the variety and quality of the marketing collateral Oliveri and her team produced. “We’re relocating out of state. I know from visiting several properties that it’s hard to keep things straight in your mind — the marketing materials help,” she said. “Helen also did several open houses, where I think a lot of Realtors think those aren’t necessary, but I think they are. The fact that she was available and would take her time to do these open houses was important to us.

“I think she’s an enthusiastic, dynamic personality who really looks at the goals of her clients and does whatever is necessary to make those goals realized,” said Kalata.

Oliveri sees herself working in real estate for a long, long time. “I will never change careers,” she said. “I’m completely devoted to it, and I have truly found my niche. It’s fun, engaging, challenging and ever-changing; this is what I love about real estate — I’m never bored!” When she does take a breather, Helen and Danny enjoy traveling and spoiling their beagle, Lulu. But it’s not long before Helen is back in business — full force. “I love it,” she said.

Patty Allekian worked successfully with Oliveri on more than one occasion. “She’s dynamic and never stops for a second. She’s right on in her market analysis and pricing,” said Allekian. “She’s a hard worker who has a lot of knowledge about the real estate business.

“Plus, Helen’s a professional person and always has a big smile on her face for what is not always an easy job,” said Allekian. “She loves her job, and it comes across to everyone she deals with. She works very hard and would be an asset to anybody trying to sell their home or buy a home. She sells new construction for builders, and she sells condos and houses. She just does it all, and she does it well.”

It’s obvious that Helen Oliveri is a rising star in real estate, and she is regarded highly amongst her clients and her peers. She is a force to be reckoned with, and her unguarded drive to be the best in the business is apparent. Oliveri takes care of her clients and has an amazing drive and enthusiasm for what she does. Just in talking with her, it is clear that she has a true passion and love for the business, and she will be a name that is heard over and over again as she continues to grow and excel. Stay tuned — A star is born with Helen Oliveri in more ways than one!

To reach Helen Oliveri for “Your Best Move,” feel free to call (847) 832-2166. You may also email Helen at helen@helenoliveri.com or visit her on the Web at www.helenoliveri.com. ■