

# TOP AGENT MAGAZINE

## MICHAELA GORDON

Michaela Gordon of Chicago, Illinois, has built a successful real estate business by combining her professional architectural education with a steadfast dedication to interpersonal connections. “From the beginning, when I got my license, I thought about myself as a ‘one-stop-shop’ for people. While I was showing properties, we would be having discussions about how my client could turn a home into the ideal property for their growing family, or talking about up-front costs and investment potential for interior and exterior renovations – those are questions I can answer off the top of my head.”



Today in 2022, nine years after obtaining her license, Michaela services the entirety of Chicago and the Chicagoland area. She boasts a book of business that is over ninety-nine percent repeat and referral clients, and she attributes her robust foundation of clients to a practice that she adopted early in her career. “It’s kind of a slow burn, but it always sticks: I decided early on that I would always service rentals. Not every agent does rentals, especially once their sales volume becomes substantial. I was able to help

Prior to entering real estate, Michaela graduated from the Illinois Institute of Technology with her Professional Bachelor’s in Architecture, specializing in residential design. “There were some gaps in the architectural industry that I couldn’t see myself being a part of, so after I graduated, I spent my first summer as an adult trying to figure out ‘What’s next?’ I was kind of thrown into real estate, and tried to figure out how to make both work together.” Fortunately, she connected with another REALTOR® who served architecture clients as well as real estate clients, and she sought his mentorship when she hung up her license with his broker at @properties. The relationship, though short lived, proved to be a fruitful one, and Michaela was able to springboard her real estate career by getting involved in a development at the ground level. “I designed a majority of the development, kind of unofficially project-managed a majority of the construction, and then sold about seventy percent of the condos. That project took a couple of years of my career, but that mixed all of my passions perfectly – since then, I’ve been an architect, a designer, and a REALTOR®.”

people find their ideal apartments in their twenties, so they are coming back to me now in their thirties ready to buy and sell because I took the time to help them when most wouldn’t. I don’t have to do a lot of marketing, because I’ve built such strong friendships with them over the years. Even if it’s not the kind of person who wants to go out every Friday night for a cocktail, I check in on them like you would a close friend who lives across the country.” Despite the exponential growth of her enterprise, Michaela still dedicates herself to servicing rental customers, and she has designed systems to keep all of that work in-house. In addition to servicing rental clients and her buyers and sellers, she was also able to complete five architectural design projects this year (four of which served current real estate clients).

As her business expands, Michaela goes to great lengths to ensure that she shares her prosperity and warmth with the greater community. She is a former owner of her own non-profit organization, and she spent five years on various boards for the Chicago Association of REALTORS®, including the Young Professional’s Network and Women’s Council of REALTORS®. In 2023, she plans to expand her efforts to pursue real estate in Los Angeles, California as well as Chicago.



To learn more about Michaela Gordon, please call 847-521-0853, visit [atproperties.com/site/michaelagordon](https://atproperties.com/site/michaelagordon) or email [Michaela@atproperties.com](mailto:Michaela@atproperties.com)