

# TOP AGENT

MAGAZINE



CAROL BEST





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Some real estate agents get into the business because they love people. Others, because they love construction and homes. And still others, because they're great at numbers. For Chicago Top Agent Carol Best, it was a combination of all these things that led her to becoming a REALTOR® serving the Chicago's

North Shore and Northwest Suburbs.

Carol married her high school sweetheart, and the two went from living in a tiny rental to building their five-bedroom dream home on an acre of land. "I was in my 20s and I became responsible for my younger brother and sister because





my parents passed away,” Carol recalls. “Even though I had another full-time job, I was very involved in every aspect of the construction process,” she continues. “At the end of eight months when we were ready to turn the construction loan into a mortgage, I sat down with the bank president and we balanced to the penny. He said I was better at accounting than any contractor he had ever worked with.”

So began Carol’s real estate career,

but she initially spent time working in the commercial sector. It wasn’t until her own negative experience with an unqualified agent that she shifted her focus to the residential side of the business. “We discovered the REALTOR® who was chosen to sell our house had it listed on the MLS as a three-bedroom on less than a quarter of an acre, when in reality it was five bedrooms on a full acre” she explains. “The house sold in less than 24 hours because she didn’t know what she was doing,





didn't have the facts, and lost me a ton of money. I vowed from that day forward I would never let that happen to a client and I would always be their advocate."

Carol cites her love of construction and deep knowledge of all aspects of the real estate industry as skills that give her a competitive advan-

tage. "After my experience with an uninformed agent, I knew I needed to educate myself as much as possible," she explains. "I have 10 designations, including my International Designation that allows me to effectively negotiate with international clients." She explains that she recently spent a full month negotiating a single cash deal for





an international client, something many agents don't have the patience or skills to accomplish.

Clients who have worked with Carol often remark on her outstanding communication skills. "I always start by asking clients what their preferred method of communication is," she says. "And I communicate

by sharing a lot of facts and statistics so clients always know if we're close to a contract or not."

Carol's long-term success in the business, as well as her community involvement, have not gone unnoticed. She has achieved President's Club status with most of the brokers she has worked for. Additionally, she





has been recognized as a Paul Harris Fellow by Rotary International and has received the Rotarian of the Year Award for Community Service from her Breakfast Rotary Club. But for Carol, the most rewarding aspect of her chosen career has always been helping clients. She gets emotional recalling one particularly

moving story. “I met with a couple and the husband was ill,” she explains. “The three of us talked at length about selling the house; he passed away the next day. I think he felt secure knowing his wife was in good hands. My clients trust me and know I will always have their backs.”

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To learn more about Carol Best of Jameson | Sotheby's International Realty, call 773.799.5939, email [CarolBest@me.com](mailto:CarolBest@me.com) or visit [www.carolbest.net](http://www.carolbest.net)