

TOP AGENT

MAGAZINE

*Till
Clark*





Top Agent Jill Clark, affiliated with COMPASS, currently serves as a luxury home specialist helping buyers and sellers throughout Naperville, a suburb of Chicago, Illinois.

Both vibrant and creative, Jill Clark exercises her sharp eye for detail along with her extensive marketing and business knowledge to guide clients through the steps of a successful transaction. A former vice president of Estee Lauder, Jill understands the power of presentation and lets nothing slip through the cracks. Affiliated with COMPASS, she currently serves as a luxury home specialist helping buyers and sellers throughout Naperville, a suburb of Chicago, Illinois.

With almost two decades in the industry, Jill prides herself on having a business that's exclusively based on referral clients. "One of the things clients appreciate



about me is my work ethic. I grew up with hard working and competitive parents, so I've been taught the importance of hard work right from the start. Michael Jordan once said, 'If you do the work,

you get rewarded. There are no shortcuts in life.' I give my clients full service. If they need a plumber or an electrician, I have a whole concierge of people I can refer them to."



"I work with the best photographer and Compass Marketing who produces exquisite brochures and drone photos, video movies, and custom designs perfect for social media."

As an industry leader with a high rate of success, Jill is always willing to impart useful strategies to new agents who are still learning the ropes. "When young agents come aboard, they always want to know the secret to success. I tell them it boils down to three things. Number one: answer your phone. It may sound obvious, but I

bet if we called 10 agents right now, we wouldn't get one to answer. Number two: if you want to be a luxury agent, dress the part. You'll never see me come to meet a client wearing a t-shirt and jeans. Number three: You need to work when the client needs you to work. Although you are the keeper of your schedule you must be



consistent and purposeful everyday with specific goals to achieve. I work anywhere from 80 to 120 hours a week and I love it. I let my 3 adult children know- ‘You have to find something you love doing, and then find a way to get paid for it. You spend too much time working to not love what you are doing.’”

With her extensive marketing background, Jill’s listings are famous for their beautiful and unique presentation. “I get very creative when writing copy and I use marketing boards to highlight in-house ‘items

that add value’ so that the buyers can visually see the extra items a home has such as NEW roof or NEW Chef’s Kitchen. I spend time describing the home in a way that gets attention. I work with the best photographer and Compass Marketing who produces exquisite brochures and drone photos, video movies, and custom designs perfect for social media. I have a team of social media marketers ready to market the listing to success. When all that’s done, I pick up the phone to create a buzz with all the top agents so that everyone knows I have a new listing on the market.” This



detail-oriented approach helped Jill finish 2020 with just under \$30,000,000 in sales volume, despite the pandemic.

Jill remains optimistic. “Whatever I decide to do, I’ll make sure that it’s going to be pretty remarkable.”



the future of her business

For more information about Jill Clark
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