

CHICAGO EDITION

# TOP AGENT

## MAGAZINE

**3** EASY AT-HOME  
**DIY PROJECTS**  
TO INCREASE  
PROPERTY VALUE

COVER STORY

**MELANIE  
CARLSON**

How To Speed Up  
**FIRST-TIME HOMEBUYER  
TRANSACTIONS**

**5 MORNING HABITS  
TO MAKE YOUR DAY  
SUPER PRODUCTIVE**

A Step-By-Step  
Guide To Converting  
Internet Leads  
**TO REAL LIFE SALES**

FEATURED AGENT

**RUBY PARK**



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*"My clients know they can trust my opinion," Top Agent Melanie Carlson says. "They trust that I'm not just trying to get the deal done or sell them on a home; instead, I strive to build a genuine relationship with each and every one of them."*

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Melanie Carlson began her career as a music teacher, but she always fostered an interest in real estate. After deciding to switch tracks, she started out as an assistant to a successful Realtor, where she was able to learn the industry from the ground up while building an organic client base. From there, she dove in, began building her own clientele and has been going strong ever since. Today, Melanie is a Realtor for @Properties where she works with clients throughout Chicago. She has built an accomplished career centered around values of integrity, open communication, and, most of all, compassion. "My clients know they can trust my opinion," she says. "They trust that I'm not just trying to get the deal done or sell them on a home; instead, I strive to build a genuine relationship with each and every one of them."



When listing a property, Melanie leverages the power of social media to lend her clients a nationwide reach. After helping her sellers fully prepare their house for the market and providing outstanding photography services, she shares their listing over a blend of targeted digital and social media campaigns. An expert with platforms like Instagram and Facebook, she also possesses an acute understanding of how to generate engagement and draw

buzz to a given property. Melanie is equally knowledgeable when assisting her buyers. Combining her background in education with her extensive experience with the local housing market, she carefully guides each client to their dream home—all while ensuring their transaction runs smoothly. This approach has earned her a fantastic reputation throughout the Chicagoland area, with the near entirety of her volume coming from repeat clients and referrals.



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*"I love diving into my clients' different backgrounds and experiences," Melanie says. "Since I work with people from all over the world, I feel as though I get to travel without even leaving Chicago."*

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Through the years, Melanie has also built a vast network of international clients, fostering lasting relationships that span the globe. "I love diving into my clients' different backgrounds and experiences," she says. "Since I work with people from all over the world, I feel as though I get to travel without even leaving Chicago." Then she adds with a laugh, "I always joke that I could visit any country and likely know someone there who could give me a local restaurant recommendation."

Outside her career, Melanie is equally active in her community. As a member of the @ gives back board, she serves various nonprofit organizations, such as Chance the Rapper's youth empowerment charity, SocialWorks, and Habitat for Humanity. Moreover, she supports programs like Santa's Little Hackers, which modifies toys for children with disabilities, and volunteers annually for the Chicago Marathon. When she's not with clients or giving back, she can be found cycling, practicing hot yoga, or playing with her beloved dog, Harley.





Melanie has a bold vision for the future of her business. As her volume continues its rapid growth, she intends on building out her team. Along the way, though, she provides sound advice for any aspiring agent: “Always treat people with respect. After all, you never know

who’s watching, who knows who, or when you might need to do a deal with someone in the future. So no matter how stressful the transaction gets, never forget that there’s a human being at the other end of the table, and they have emotions, too.”



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