

# TOP LUXURY REAL ESTATE LEADERS

MODERN LUXURY SPOTLIGHT

## Rafael Murillo

COMPASS | RM LUXURY GROUP,  
SPORTS & ENTERTAINMENT DIVISION  
LUXURY CHICAGO REAL ESTATE AGENT

For Murillo, luxury real estate has always been about more than square footage or price points. It's about the story a home tells and the lifestyle it enables. Drawn early to the intersection of architecture, lifestyle and storytelling, he built his approach around the belief that how a property is presented shapes how it is experienced.

That philosophy led Murillo to adopt cinematic lifestyle videography early in his career, long before it became common practice across the industry. While many listings relied primarily on traditional photography and print marketing, he focused on immersive visual storytelling that allows prospective buyers, particularly those relocating from other cities, to emotionally connect with a home before ever stepping inside.

"Today's buyers often discover properties through digital channels long before they speak with an agent," Murillo says. "Because of that, marketing has become a defining differentiator in luxury real estate."

Working closely with CEOs, entrepreneurs and professional athletes, Murillo has built a reputation as a trusted advisor for high-profile clients seeking discretion, strategy and access. He is also the highest-producing agent at the St. Regis Chicago, with nearly \$40 million in sales, further establishing him as a go-to expert for premier residences across downtown Chicago.

Today, Murillo sees buyers prioritizing newer luxury towers with expansive glass walls, sweeping lake and skyline views and hospitality-inspired amenities are increasingly defining the market.

Murillo credits the foundation of his business to two core principles: consistency and relationships. Through transparent guidance, thoughtful market analysis and strategic presentation, he focuses on building long-term trust.

"If clients, developers and fellow brokers think of you when they're discussing some of the most distinctive properties in a city, that's incredibly meaningful," Murillo says.

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