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***EUDICE FOGEL
& JAYME SLATE***

Like Mother, like Daughter

Photo by:
Mary Beth Koeth



▶ celebrating mothers
By Jennifer Mitchell

EUDICE FOGEL & JAYME SLATE

LIKE MOTHER, LIKE DAUGHTER

It's been said that two heads are better than one, and that is certainly true of the mother-daughter real estate team at Fogel Slate Group.

With four eyes, two brains, and two generational viewpoints, they are able to see more ways to accomplish their clients' goals, and have achieved greater efficiency and responsiveness in their work as a team.

Eudice Fogel has been working in real estate for forty years, and has found remarkable success in the industry, consistently landing in the top one percent of REALTORS® year after year. Her daughter, Jayme Slate, always observed her mother's success, and, after working in advertising for

a number of years, decided to get her real estate license "in case" she wanted to follow in her mother's footsteps.

"When I was growing up, my mother was like superwoman, somehow finding a way to be present as a mother while achieving incredible success in her work," states Jayme. "The opportunity to learn from, and work with, a Chicago real estate icon was too good to pass up, so I went to work with her full-time."

Seven years ago, Jayme joined forces with Eudice to form a two-person boutique group, and the rest is history. Jayme has become known as a young Eudice, adopting her mother's drive to excel on behalf of her own clients.

"We absolutely love getting to know our clients as we help them make one of the biggest and most

exciting decisions in their lives," says Eudice. "We enjoy establishing the trust necessary to guide them through the buying and selling process. We both get a lot of satisfaction when our clients express their appreciation for our time, attention, and expertise."

Though Eudice and Jayme are both dedicated to serving their clients, they have different styles of working, which they fully embrace.

"When working with anyone, including family, you can't expect to always agree on the same approach," explains Jayme. "What's important is agreeing on the results, which in our case is a happy client."

Photo by: Mary Beth Koeth



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It's not often you get to work with someone you trust as much as your mother.

– Jayme Slate

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Eudice with Jayme and her two sons, Dylan (2.5) and Asher (5).



Despite their different ways of working, they have a lot of mutual admiration for each other's professionalism and drive.

“My daughter is a loving, compassionate, and committed woman,” notes Eudice. “I see it in the way she's raising her kids and in her work. Every day, I'm more impressed by what a great real estate broker she has become. She does whatever is necessary to meet the needs of her clients in an ethical and honest manner.”

It would seem Jayme learned the qualities Eudice so admires from none other than Eudice herself.

“My mom is one of the hardest working people I know,” claims Jayme. “She's a perfectionist, super organized, and always goes the extra mile. More impressive is her commitment to her clients and the industry, and her reputation for being ethical, honest, and easy to work with. It's unbelievable how many agents have come up to me over the years and told me how lucky I am to learn from her.”

Of course, working with family doesn't come without its challenges. But with every challenge comes an opportunity to learn and grow.

“Sometimes younger people expect everything to go smoothly and happen quickly,” notes Eudice. “When things move slowly, Jayme gets frustrated. But as she gains more experience in the

industry, she's learning not to take defeats personally or permanently. Meanwhile, she's teaching me that technology can be a friend and actually help our business. She's always educating me on new and better ways to perform our work.”

Jayme, on the other hand, sometimes finds herself feeling jealous at how much her mom knows, and how easily she copes with the hours and demands of the business. “She handles the ups and downs with great poise and perseverance,” says Jayme. “I'm just trying to learn to do the same.”



Eudice celebrating a recent birthday with the family.



Most importantly, they've learned to be patient with each other and to respect each other's opinions and views. Disagreements occur, but compromise is key. At the end of the day, both women share a common goal of representing clients to the best of their abilities.

When they're off the clock, Eudice and Jayme are still joined at the hip. Jayme jokes that she's following in Eudice's running shoes, as they both enjoy running the lakefront paths together to relieve stress and stay healthy.

Eudice and her husband, Robert, have three children—Jayme, and her younger identical twin brothers, Harold and Lawrence. Jayme and her husband, Andy, have two boys—Asher and Dylan—and Eudice loves being their grandmother.

"The most rewarding part of working side-by-side is the ability to spend so much time together in and outside of work," states Jayme. "I feel especially lucky because it's not often you get to work with someone you trust as much as your mother."

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