

# TOP AGENT

MAGAZINE



LAURA  
GEORGELOS



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*With a partner for her Chicago area clients and partnership with commercial specialists, Top Agent Laura Georgelos tends to handle most of her southwest Florida accounts on her own, focusing on luxury living in Naples.*

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From eight years old, it was clear that Laura would end up in the real estate community. When she wasn't outside playing, she was drawing houses. That love of architecture stayed with her her whole life, including a stint as a real estate office assistant while in high school. It wasn't until a drawn-out experience selling her own house through sixty showings and four offers that she realized there had to be a better way than having a buyer drop out because they didn't like the color of your kitchen. With an intellectually and developmentally disabled (IDD) daughter to take care of, the flexible nature of Real Estate became the obvious choice.

With a partner for her Chicago area clients and partnership with commercial



specialists, she tends to handle most of her southwest Florida accounts on her own, focusing on luxury living in Naples. Although she advertised in the early years, in the past 10 years her business

has been generated by word of mouth and a massive amount of referrals that keep her busy. Her integrity and availability to her clientele set her apart. People appreciate getting her when they call,



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not an assistant. When they get her, what they get is someone looking out for their best interest who is willing to get very involved in every aspect of the transaction. Sometimes, this involves furniture shopping, connecting them to service providers or even yacht brokers and also being forthright and possibly brutally honest about the client wants and needs, both buying and selling, resulting in over \$18 million in yearly sales.

To prevent a challenging selling experience like she had, she very carefully screens each case, making sure the MLS listings are incredibly thorough, imparting a sense of urgency to the deal for

both buyer and seller. She then weeds out clients who are 'just looking' to get to the serious clients and not waste anyone's valuable time. This selection and decision process is done through detailed sit-down discussions with each party. She sells not just the property, but the lifestyle involved. If a buyer is a wine enthusiast, not only will that play into the features of the house, but also the surrounding community as well as a select gift at closing time. Further contacts will happen after the sale on social media, with chats or cards on the one and five year anniversary of the sale, noting things like family growth and making sure the chosen home is still appropriate.



Laura has some very unique intentions for her future in real estate. Raising an IDD daughter has made her realize the lack of support systems available. As the vice

president of the STARability Foundation Board of Directors, advocating for the developmentally disabled, making appearances on television shows, raising millions



through gala fundraisers, her final goal is to establish community living for the developmentally disabled when they have no family to care for them. This would include caregivers, recreational and vocational programs in that community.

She knows she's touching people at a very vulnerable point in their lives, finding the

place that they can be comfortable to go home to each evening. It's a meaningful decision to get someone into a home where they will be happy, particularly in light of the events of recent years. Whether it's a luxury home or spearheading the development of a safe place for the IDD community, Laura is proud to make a time of transition enjoyable for all involved.



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