

TOP AGENT MAGAZINE



BRAD MAGNANT

With a natural talent for customer service and a keen attention to detail, Brad Magnant has become a dominant force in the Chicago real estate industry. He started his journey in real estate in 2009, focusing on leasing, while also working in the hospitality industry. After honing in on his people skills and making connections, he soon took on real estate as a full-time career. He hasn't looked back since then. Brad is extremely knowledgeable about the market and aims to become an expert of all facets of the real estate world. Education has always been one of his main focuses, as he devotes hours every week to staying up on market trends, new marketing practices and innovative real estate ideas. Today, with Fulton Grace Realty in Chicago, he serves the downtown area, and loves to share his knowledge with his clients.

It is Brad's strong dedication to serving his clients and his ability to guide them through the process that sets him apart in the industry. "I love educating them on the process and setting their expectations from the beginning so they don't run into any surprises," he explains. "I give them a timeline on what to expect and also make myself as accessible as possible." He is constantly there for them throughout the transaction, answering any questions they might have. Brad's goal is for his clients to feel completely at ease and comfortable. "I want them to know they are always being taken care of, and that someone is guiding them towards a good decision."

His approach to real estate involves more of a consulting focus than a sales one. It is through this approach that he creates clients for life. "I would almost go as far as saying I have never sold a home," he explains. Instead, he gives his clients all the tools and information they need to be informed about their choices. While he may suggest certain paths to take or provide advice, he is not pushy. "I want them to come home every day and be happy with the property they

buy." With his unique skillset and truly caring nature, it is undoubtable that his clients continue to feel they received the best service. Constantly organized and looking towards the future, he prides himself on anticipating client needs and answering questions before they even ask them.

Having lived in Chicago for many years, Brad is devoted to his community and is passionate about helping others. He gets involved with many causes and organizations such as REALTORS® to the Rescue, The Greater Chicago Food Depository, REALTORS® Political Action Committee and others. These events include attending, charity events, volunteering and providing donations. Now that he has established a solid foundation for his business, he plans on becoming even more involved in bettering the community.

With every day that passes, Brad's passion for real estate grows stronger and stronger. He enjoys everything about it, from the challenges to the relationships, from helping a client sell their home to handing the keys to a buyer who is overwhelmed with excitement to have their first home. "Buying or selling a home is often the most expensive transaction of many people's lives. I love being a part of that and guiding them along the way."



FOR MORE INFORMATION ABOUT BRAD MAGNANT OF FULTON GRACE REALTY IN CHICAGO, PLEASE CALL 312-428-9363 OR EMAIL BRAD@BRADSELLSCHICAGO.COM.