

CHICAGO EDITION

TOP AGENT

MAGAZINE

5 TIPS TO
MAKE NEW
HIRES A
LONG-LASTING
SUCCESS

**TURNING YOUR
PROFESSION
INTO A PASSION**

**Are You A
VALUE-ADDED
AGENT?**

**Embracing
Smart Homes:
Does New
Technology
Really Increase
Home Value?**

COVER STORY

**NERINGA
NORTHCUTT**



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Neringa Northcutt has made a name for herself with over 20 years of experience in the Chicago real estate world through exceptional market knowledge, strong negotiation skills, and her commitment to personalized client service. Neringa's

hands-on approach as a solo broker allows her to maintain control over the process, ensuring her clients receive the best service possible. Neringa takes pride in personally representing sellers in all price ranges, first-time home buyers, investors,

luxury buyers, 2nd home buyers, and tenants. Her focus is centered on the city, where she's lived in various neighborhoods and considers herself a true urban expert. From South Loop to Streeter-ville, Gold Coast, River North, Lincoln Park, Lake View, Bucktown, Wicker Park, West Loop, North Center, Logan Square, and Lincoln Square just to name a few, Neringa's clients can trust her extensive knowledge of Chicago's real estate landscape to guide them through every step of their journey.

Neringa's dedication to her clients and their unique needs sets her apart from other brokers in the field. Her ability to make a difference in people's lives extends beyond mere transactions, as she carefully considers clients' needs based on their future goals, lifestyle, growing family, school districts,

commute to work, downsizing, etc. She says, "It is not about just selling another property, it is listening to clients' needs and guiding them to reach their goals. Every client has a different goal, whether that means finding their long-term home, home for the next 5 years, or maximizing their return on investment, I help them get there." Clients appreciate her extensive interviews and ability to create tailored plans based on their individual needs.

Neringa's love for dogs has also cultivated a strong community among fellow pet owners. She says, "I'm a huge dog lover. I have a pretty large community of people with dogs that are looking for a home not just to accommodate their own needs or their family needs, but lots of times their dog's needs as well. If you are a dog lover, you





can relate... you also buy a home for your dog.” Her knowledge of dog-friendly parks in the city, doggy daycares, trainers, knowledge of dog-friendly buildings is an invaluable resource for pet owner buyers while they navigate city life with their very important family member, their pet.

99% of Neringa’s business comes from repeat clients and referrals. She says “I put my heart and soul into every transaction and I always try to do my best work, so my clients won’t stop talking about me.” Her focus on clients’ best interests at heart, persistence, expertise, dedication, responsiveness, prompt communication, and going above and beyond to exceed clients’ expectations keeps past clients coming back and referring her to others, leaving them grateful for her guidance throughout the process.

Her multifaceted marketing strategy helps showcase listings and attract potential buyers. She says, “Depending on the market conditions, and type of property, I create an individualized marketing





plan that will get top dollar for my seller.” She is taking advantage of the top agent network, private listing network platforms, and her company’s internal app to give her colleagues and their buyers an exclusive sneak peek. This approach creates a sense of urgency and exclusivity for ready-to-go buyers. In addition to pre-market efforts, Neringa employs email campaigns, targeted ads on various social media platforms, open houses, professional photography, videos, and staging services. She believes that personally attending showings and sharing the unique aspects of the property, as well as the stories behind it, can make a significant difference in buyers’ decisions. “I show my listings all the time,” she explains. “I don’t put them on lock boxes, so I can impress buyers, answer all their questions and showcase the home’s best assets that help sell it quickly for the highest possible price.” Neringa’s robust online presence includes a personal website, social media channels, and multiple

online five-star reviews by satisfied clients. They are continuously sharing their stories where she went above and beyond to get the job done. A recent seller said: “We can’t say enough good things about Neringa. She is simply the best. With all the challenges we had to go through, then sell our place off-market, and in an unpredictable market, we got what we wanted. For Neringa to sell our place under these circumstances is a strong testimony to how elite she is as a REALTOR®. We highly highly recommend her! We love her. She cares and will do anything for her customers. She never gives up and if it wasn’t for her, we probably would not have sold our place. Thank you Neringa!”

Neringa is an active community member who volunteers for various causes and takes part in local events. As a proud mother of two boys, she dedicates much of her time to volunteering at their schools and supporting their academic journey.



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For fun, Neringa loves spending time with her boys, taking long walks by the lake with her dog, and connecting with fellow pet owners. In addition, she enjoys staying active, listening to music, dancing, attending Chicago concerts and festivals, trying new restaurants, and traveling the world when her work schedule allows. She values friendships and relationships, so spending time with her close friends is a huge part of her life.

As Neringa looks towards the future, her focus is on growing her business and continuing to provide her clients with the exceptional one-on-one service they have come to expect. Ultimately, Neringa remains passionate about helping people achieve their real estate goals and plans to continue making a difference in the real estate industry for many years to come.

For more information about Neringa Northcutt,
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