

TOP AGENT

MAGAZINE



**BRITTANY & KARL
LANDENBERGER**



Husband and wife real estate duo, Karl and Brittany Landenberger, both bring a strategic sales sensibility to their work as agents. With Karl's vast knowledge in sales, selling office technology and equipment, combined with Brittany's tenure as a marketing strategist for a Silicon Valley based start-up, they decided to unite their talents and venture into the world of real estate. Their interest began after they prepped and staged their own home on their terms, and then negotiated the purchase of their next home. After those successful transactions as relative amateurs, the two realized there was more to real estate than they'd ever imagined. They applied their newfound interest and long-standing skills to earn their licenses, and since then they've never looked back. "It's the best

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decision we ever made," the duo agrees. Today, Karl and Brittany have cultivated a trusted reputation as agents with a personable, capable approach—along with a proven track record of success to date.

Serving the southern suburbs of Chicago, Karl and Brittany primarily focus their efforts in the Will, Cook, and Southern Dupage County communities, while personally calling the Frankfort area home. As Team Landen, Karl and Brittany take a personalized approach to their work, while incorporating tailored strategies to ensure that each transaction is customized for the client and property at hand. "When we walk into a home, we do a strategic marketing analysis," Brittany explains. "We consider all the details, like who the target market is and how to incorporate interesting social media campaigns. We're also big believers in using custom marketing videos tailored to each home." In fact,

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Karl and Brittany's tech-savvy approach to listing properties has yielded superior results. Focusing on professional photography, video, and social media campaigns ensures maximum visibility for properties new to market, with some videos earning up to 10,000 views. Team Landen was also approached by Comcast, recognized as top agents in the area, and accordingly have filmed commercials and TV-spots that add even more exposure to their personal brand and listings.

The surest sign of their success to date? They've managed to net a robust percentage of their business from referral clientele—a testament to their ability to deliver, while curating a positive transactional experience. “The thing that we like most about our work is helping people,” the couple agrees. “Oftentimes, we become like counselors and trusted advisors to our clients, and by the end of the transaction



**KARL
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we've gone beyond our business relationship and have become friends. When you're able to overcome problems on behalf of your clients, that's what really makes it all worthwhile. Sometimes that means working with first-time homebuyers to get them qualified and help them find their dream home. Sometimes it means working through more difficult situations that clients are facing, like divorce or a death in the family. In either case, it's our job to help them move forward and begin the next chapter of their life. It's not always easy, but it's incredibly rewarding.”

To stay connected to their network of clientele, Karl and Brittany take their trademark personalized approach. From staying up-to-date





on family happenings through social media, to crafting client appreciation gestures and Thank You campaigns to demonstrate their gratitude—Karl and Brittany most value their ability to serve others on the path to homeownership. “Karl and I work around the clock and we really care about our clients,” Brittany says. “Whether we’re working with a \$60,000 condo or a \$1,000,000 listing, we put in the time and care necessary. Potential clients can read the reviews we have online and get a good idea of who we are and what sets us apart. Our clients are our number one priority.”

To give back to the community they call home, Karl and Brittany are involved in a variety of

civic and charitable causes. Karl partners with Lincoln-Way Foundation, supporting the local School District 210, where he once attended school. “It’s what made me who I am today, and that’s why I give my time,” he says. As animal-lovers, Karl and Brittany also give to Chicago’s Shedd Aquarium. In their coveted free hours, the two love to travel, spend time with their Yorkie pup, Sparky, and get away to their summer cottage in Michigan.

Looking ahead, Karl and Brittany show no signs of slowing. They plan to grow their team, with the potential of bringing on a listing agent, a buyers’ agent, and a full-time assistant in the months ahead. After becoming million-dollar



top agents in just a few short years, and armed with an incisive outlook toward the future, the best is assuredly still to come for Karl and Brittany Landenberger. “When it’s all said and done,

we really create a lasting bond with those we work with,” they reflect. “Our clients can trust us. We care about what we do, and we’re committed to doing the best job possible.”

To learn more about
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