

Leadership Bio: Real Estate Broker

Carla Hill **Real Estate Broker, Baird & Warner**

Growing up near Ottawa, Ontario, Carla Hill would often marvel at the picturesque architecture that graced the capitol city. Her love for structural aesthetics led to a degree in packaging and graphic design, which provided her with the opportunity to relocate to the United States and pursue a career in in-store marketing and display design.

After rising through the ranks to become a design executive and help establish a new division for a Fortune 500 company, Hill eventually grew tired of her hectic travel and work schedule and yearned to spend more time with her two young sons and husband.

After considering her options, Hill decided to transform her enduring love for architecture into a career in real estate. "Within six months of signing up for my first course, I passed my licensing exam and started my second act as a real estate broker with Baird & Warner," says Hill.

Now a rising star in real estate, Hill has transferred the skills she honed as a design executive into a unique benefit for her clients. "For buyers, my past experience as a creative director helps me listen and pay attention to what the client asks for as well as what they might not have realized wanted," Hill says. "For sellers, my design and visual storytelling expertise helps me create a multi-channel marketing strategy for each listing. And for investors, I provide data and market statistics they need to make informed decisions and watch their bottom line."

A lifelong learner, Hill is currently pursuing her pricing strategy advisor (PSA) and real estate negotiation expert (RENE) certifications.

Often described by her clients as trustworthy, responsive and knowledgeable, Hill specializes in the concierge-style experiences for first-time buyers as well as buyers wishing to upsize or downsize their homes, and her primary focus is on single-family homes in Homer Glen and its surrounding communities.