

Ronna Streiff



[Redacted]



[Redacted]



[Redacted]

Summary

After spending more than 20 years as a luxury home marketing director , and loving everything about real estate, becoming a full-time realtor was an easy transition for Ronna Streiff.

“I helped realtors become successful in the luxury home market,” she says. “I taught a luxury marketing class to certify our Realtors as luxury home specialists. I accompanied them on listing appointments and helped with their marketing efforts for both promoting their luxury listing as well as themselves.”

Recognized as NSBAR’s top 5% in sales for 2020 as well as being a top office producer, she says being empathetic with her clients as they go through the process, knowing how stressful it can be for them is most instrumental to her success.

“I don’t look at my work as transactional,” she says. “For me, it’s all always relationship-based. I’m very genuine and down to Earth. I’m constantly reaching out to my clients, even after the closing, and making sure I nurture that connection.”

Educating her clients is also a top priority. From walking them through the entire process and letting them know she’ll be in constant communication with them, she makes sure every client knows she understands what a very big moment this is in their lives.

Streiff says her goal is to always try and build a strong relationship with her clients, and she’s passionate about her work.

“It’s especially rewarding to help buyers find their home because it’s such a big investment for them,” she says. “It’s fulfilling to be able to guide them towards their goals. I also love the listing side as well. Helping my clients get the house ready and go through the process as seamlessly as possible. I take it very seriously because my clients look at me as a resource and a supportive friend. Whether you’re buying or selling, it’s still stressful, no matter how many times you’ve been through it before. That’s why I’m there with them every step of the way.”

Outside of work Streiff volunteers with both Caring Woman’s Connection and Special Spaces Chicagoland.

Experience



Real Estate Broker

Baird & Warner

Mar 2020 - Present (2 years 2 months +)



Associate Broker

Jameson Sotheby's International Realty

Feb 2017 - Mar 2020 (3 years 2 months)



Real Estate Broker

Coldwell Banker Realty
Jul 1994 - Nov 2016 (22 years 5 months)

Luxury Market Manager

Coldwell Banker Realty
Jan 1994 - Sep 2016 (22 years 9 months)

- Utilize my expertise to develop and enhance Coldwell Banker's Previews luxury division. Design, implement, and optimize luxury marketing programs for Top Producing real estate agents for a region covering IL, MN, St. Louis, and Ohio.
- Present the luxury marketing program to potential new recruits, company leadership and industry professionals.
- Create awareness of luxury marketing and advertising options to our agents.
- Continually creating awareness of company luxury marketing program to our top producing agents.
- Work with individual agents in planning of marketing for luxury properties via in-person meeting to provide expertise.
- Plan/coordinate various agent networking events, focus groups, and office presentations.
- Deliver education for Luxury Certification Class 2-3 times per year, certifying agent with national luxury designation.
- Optimize budgeting, scheduling, and media placement for advertising inserts.
- Monitoring agent participation against marketing/advertising budget, reviewing monthly P&L.
- Plan/coordinate production of company branded magazine (3 times per year)

Education

 **The University of Kansas**
Bachelor of Arts, Journalism

Licenses & Certifications

 **Institute Luxury Home Marketing**

 **Illinois Real Estate Broker**

Skills

Luxury • Selling • Real Estate • Sellers • Marketing • Luxury Goods • Marketing Strategy •
Condos • Buyer Representation • Budgets