

# EVANSTONIAN

HIGHER LIVING, LONGEVITY AND WELL-BEING MAGAZINE

Take One

Michael  
Marin

JENNIFER SCHUMAN





“I REALLY LOOK AT PEOPLE AND PROPERTIES THROUGH THE EYES OF A FIRST RESPONDER,” SAID MICHAEL. “YOUR HOUSE IS ON A ‘GURNEY’ UNTIL WE ASSESS THE BEST POSSIBLE PATHWAYS FOR YOU AND YOUR VALUABLE PROPERTY.”

Michael’s method is no accident. This real estate expert, often referred to as the “condo king,” is also a Master’s Registered Nurse.

Michael was born in Chicago after his parents, Herman and Emily, legally immigrated to the United States from Medellín, Colombia, South America. His family moved to Colombia and back when Michael was young, but those Colombian roots stuck. This year, he will become a dual citizen of Colombia and the United States.

“I identify as Colombian-American in no particular order,” said Michael. “I have a strong South American value system and strong Midwest cultural values as well.”

Along his journey, Michael served in the U.S. Army with honors commendations, earned a dual Master’s in Healthcare and Administration from Chicago University and practiced as a psychotherapist and charge nurse. He also was a motivational speaker for Colombian military troops during some of the country’s most aggressive periods of combat. “I am very proud of my commendations and military honors,” he said. “I did not personally see combat but am empathetic



# “Si” se puede! Yes ... you can!”



and have seen the effects of war as a former psychotherapist and active Master's Registered Nurse. I am a natural advocate.”

Michael was the owner of a healthcare business when he decided to transfer his skill set to real estate. He was awarded a Minority Illinois Scholarship for education and took classes with Coldwell Banker. In 2006, he created Signature Homes Realty and the Triage Model.

“This model — and its diagnostic features and critical scales, along with other psychometric measures — can rank and order buyers’ and sellers’ priority rankings and future outcomes, even if the client is not initially aware of the need,” he said.

“The current broker-centric approach is to rapidly place all properties on the market and sell. We, on the other hand, assume a client-centric approach and advocate where, when and how the client should enter the ‘field of operation.’”

It must be working. In 2017, according to Brokermetrics, Signature Homes Realty had an 80% close rate, recorded the quickest sales in Evanston at 19 days (2.5 times faster than the next brokerage), and earned the highest list-to-sale ratio in town at 99%. His company is drone- and aerial-intensive, and Michael says these videos help obtain higher SEO

(Search Engine Optimization) rankings.

“We have taken clients in helicopters so that we can have a visual of views of pre-construction towers,” said Michael. “We like to say, ‘we go above and beyond our competitors.’”

Michael goes beyond city limits as well, working with clients not only in Evanston but also Chicago, Florida, Medellín and all over the world.

“As a result of being bicultural, maintaining a global perspective and having traveled to 65 countries, I’m able to understand accents and international clients’ needs much better,” he said. “We’ve had successful real estate transactions with remote clients from China, Korea, Taiwan, Hong Kong, Philippines, Japan, and all-over Latin America, Middle East and Europe.”

Signature Homes Realty also offers programs for military philanthropy and First Responders and focuses on charities and non-profits, including Connections for Homeless and PAWS.

“I found what encompasses all of my passions, and my clients benefit directly,” said Michael. “You could say I found my purpose as a real estate advocate and ‘bridge’ for local and international clients.



For more information on  
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and  
Signature Homes Realty,  
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