



Real Estate Leader Kim Howard Of Howard Homes Chicago: "mindset Is Everything"

A positive mindset, passion for the industry and strong support system have helped this Chicago professional find her place as an industry leader.

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Like many industries, the world of real estate is in a constant state of change. This evolution allows the industry to accommodate new trends, present unique opportunities and support the growth of new leaders. Among these emerging leaders is Kim Howard, co-owner of [Howard Homes Chicago](#). ESTATENVY connected with Howard to get the scoop on her professional journey and see what thoughts she had to share on the future of the industry at large. EE: How did you first get involved with the real estate industry? KH: I remember the exact moment that getting into real estate was a “go” for me—my now-husband said to me at the time that he thought it would be a huge mistake if I didn’t get into the real estate business because he felt I would do so well in it. It was so encouraging to have his and my family’s support to quit my full-time corporate job and dive into business for myself. I’m a firm believer that mindset is everything in life and business, and having that positive mentality before I even leaped into

real estate was so valuable to me. I went into real estate believing I would succeed—and I think with all of the hustle, energy and dedication being a real estate broker takes that helped a lot, and still does help to this day! After about a month of studying for the real estate exam, I made the leap into full-time real estate. EE: What do you love about the industry? KH: I love that every day is different. I truly enjoy exploring the different areas of the city with clients and helping them with such a huge investment in their lives. I am a very passionate person, and seeing others find their dream homes and sell their home for top dollar excites me on an emotional level in that I get to have a part in that process! I have also truly grown to love the peer-to-peer aspect of the industry, and I can't imagine not being involved with the industry on that level. It inspires me and is so meaningful to connect with others in real estate and grow and learn from each other together! EE: What do you wish you could change in real estate? KH: That's a tough question. If I had to choose, I would say the functionality of the technology. Our world evolves so quickly that it would be great to interlink our primary search and listing tool, the MLS, directly with our CRM for example. I'm sure we will get there one day, but we just aren't there yet. It's amazing how much technology has changed the real estate industry, and it will be interesting to see where it is in 5-10 years. EE: What excites you about the future of the industry? KH: From a local perspective, new inventory that is coming to market is one—lots of new buildings on the horizon here in Chicago and that is exciting! On a broader level, I am looking forward to seeing how the changes in technology will serve us as brokers, and our consumers on a more integral level.