

The North Shore: A Premier Destination For Home Buyers

We chatted with Allison Silver and Janet Borden, the two founding brokers of Compass real estate in Highland Park, about real estate trends, teamwork, facing new challenges, and their love of the North Shore.

When it comes to North Shore real estate, Allison and Janet know their stuff. Both have been named 5 star professionals by Chicago Magazine and the accolades don't stop there. With 25 years of experience as a realtor on the North Shore, Janet has earned impressive awards, including Highland Park's #1 Agent with the highest number of homes sold for three years in a row, and making the Wall Street Journal Real Trends "Americas Best" list. In Allison's 19 years as a realtor, she has won awards for the most 100% customer satisfaction reviews and her negotiating skills are so well renowned she's a published expert in the art of negotiation. The impressive list of accolades hasn't gone to their heads, though. Allison and Janet are more passionate than ever about helping people accomplish their Real Estate dreams and goals. In a business that is limitless and constantly changing, Janet says they are "grateful to have the opportunity to always be learning and growing".

These ladies love a challenge. Janet has walked the Inca trail and Allison is a founding member and the treasurer of Gratitude Generation, a non-profit organization that builds a growth mindset in local kids and families. No challenge is too big and no house is too difficult to sell. Both realtors pride themselves on their innovative and creative marketing plans. Janet coined the term "Jan Can" over 20 years ago which perfectly encapsulates her ethos of always coming from a place of "yes".

When asked what the ingredients are for a great realtor, they summed it up flawlessly: "Honesty, energy, work ethic, integrity, and knowledge". Both have built their reputations on being straight shooters who are advocates for their clients. Janet and Allison use their wealth of experience and vast network to have their clients' back every step of the way, protecting their interests with the utmost integrity.





Their passion not only for selling real estate but for the North Shore itself is clear. So, what makes the North Shore such a fantastic place to live? For Allison and Janet, it's the feeling that they can take mini escapes on their front doorsteps. Whether it's soaking in the rich culture, yoga at Rosewood Beach, strolling around Chicago's botanic gardens, family beach days, or exploring the vibrant downtown areas the North Shore has a lot to offer.

Who better to ask about local real estate trends? According to Allison and Janet, the real estate marketplace has seen an amazing boom in recent years. Buyers are trending towards space, land, home offices, and pools. Essentially, "homes you don't ever have to leave". Empty nesters are downsizing within the community instead of heading downtown and homebuyers are moving to the suburbs at a younger age.

Compass has seen explosive growth in recent years. In 2021, it nabbed the #1 spot in the Chicago Tribune's List of Top Workplaces. For Allison and Janet, the incredible technology

"We feel that the trend will continue to be toward the suburbs with the North Shore being a premier destination!"

and strong values of "integrity, inclusivity, and collaboration without ego" are what make Compass such a fantastic place to work. And they are truly embracing the opportunity to collaborate. Both realtors have recently joined forces to work together on several transactions. So, what happens when two top individual agents work together for the advantage of their clients? The answer is magic.

Janet Borden Compass Founding Broker
Highland Park | JanetBorden.com |
janet@janetborden.com | 847.833.3171

Allison Silver Broker Associate
Compass | Allison@AllisonSilverRealty.com
www.AllisonSilverRealty.com | 847.877.9677



ALLISON
SILVER

COMPASS