

TOP AGENT

MAGAZINE



SAMANTHA PORTER
& LAUREN GOLDBERG



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Closed: The 555 Armitage Collection

Samantha and Lauren have a combined 32 years of experience in real estate, as well as backgrounds in construction/home improvement, creative design, and teachings in various home materials.

Anyone who's ever tried to build their own home knows what a long, painstaking and sometimes frustrating process it can be—from fitting the house to the build-able envelope, acquiring necessary permits, selecting quality materials, to interior design and everything beyond and between.

People living in the greater Chicago area are fortunate to be able to draw on the resources of PorterGoldberg Residential.

Friends for over a decade, Samantha Porter and Lauren Goldberg partnered in 2017 to build a realty business that could answer a



Closed: 2900 W. Lyndale

client's every need, with a particular skill set in new construction. They have a combined 32 years of experience in real estate, as well as backgrounds in construction/home improvement, creative design, and teachings in various home materials. "We are able to bring resources to the table that many other agents can't," Lauren explains. "Our resale clients receive advice on improvements that increase functionality, value, and salability. Our custom homebuyers and developers may utilize us from the ground up, advising on floor plans, materials, and lifestyle elements. We have built crucial relationships

with a large network of contractors, lenders, attorneys, and other industry professionals helping us accomplish our goals effectively, resulting in less stress and more satisfaction for our clients."

Samantha, in particular, has also seen every kind of market, successfully guiding clients through real estate booms, crashes, and rebounds, providing a steady hand in an industry that can be volatile.

PorterGoldberg's area is Chicago's north side surrounding neighborhoods, with 70



percent of their business coming from new construction. They have been averaging \$30 million a year in sales, with a repeat client and referral rate of 50 percent. That success and customer loyalty stems from the breadth of services they offer, along with the relationships they nurture.

“Our resourcefulness translates into a high level of service,” Samantha points out, “We are here to anticipate and meet the needs of our clients. Whether referring a well-suited GC, or discussing school options, or how to layout and organize their closets—we are in a strong position to help.”



Coming soon: 1862 N. Dayton



Now Delivering: 1516-1517 W. Diversey

When they are not working Lauren and Samantha look for ways to contribute to the health of their community, volunteering at their children's respective schools, participating in local efforts to improve the neighborhoods in which they live. "Lauren volunteered with a group called Vaccine Angels earlier this year," Samantha adds. "She helped underserved communities and the elderly get their vaccinations during Covid. I am proud of her for that work!"

Porter and Goldberg continue to advance their professional education by annually attending KBIS (Kitchen and Bath show) & IBIS (International Builder's show) allowing them to discover current

home trends, new housing materials, and network with other trade professionals.





Halcyon Development and PorterGoldberg Residential

“These experiences have allowed us to grow as industry leaders.” Samantha explains. “It is something the builders we work for value.”

Another notable piece of recent success is their move to Jameson Sotheby’s

International Realty Affiliates. The exposure and access to additional resources, allows them to take on bigger projects with their developers and explore new opportunities to engage their creativity. “That’s pretty exciting,” Samantha says, “especially since the JSIR stage is our largest yet.”

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