

TOP AGENT MAGAZINE

TATYANA & JELENA KRILOVA

Tatyana and Jelena Krilova are a mother-daughter real estate team in Ohio, where they serve the greater Cleveland area. Tatyana started her real estate journey when she became licensed in 2000, with daughter Jelena joining her in 2005. They're all about customer service and putting the clients' needs first.



It wasn't always an easy road. Born in Latvia, Tatyana and her family came to the US shortly before the country gained independence from the USSR. "The move was challenging because we didn't know the language, but it was the chance of a lifetime to move to the land of opportunity and start a new life."

Becoming a realtor while still learning English was its own challenge, but one that Tatyana undertook with zeal. "It took many months of hard work and study," she says, but it paid off. In April 2000, she was awarded Rookie of the Year at the Realty One office in Strongsville. She has been successfully working since then in the same office, which is a Howard Hanna office now. And now she has been recognized as a Champions Club and President's Circle member and received a National Sales Excellence and Top Producer Award.

Tatyana says that about 90% of their business comes from referrals, which Tatyana attributes to the quality service they've provided to generations of residents in the Cleveland suburbs. Jelena adds, "I think [the clients] know and feel that we have their best interests in mind. They see that we're not there to make a sale. We're there [to help them] buy a home that will be good for them for many, many years." Today, Jelena has two children of her own, and so now, both Tatyana and Jelena, know exactly how important the right home is for putting down roots. "We try to find a house based on what is important to the people and works for them."

Jelena speaks highly of Tatyana's client-first approach. She also credits Tatyana's dedication to education, which includes a Graduate, Realtor Institute (GRI), for her success. "Every year, she's taking classes and obtaining designations: Accredited Buyer Representative (ABR), Certified Negotiation Expert, and in 2005 she became a Real Estate Broker to put her services on a higher level."

As a pair, Tatyana and Jelena are also always attending trainings and conferences to stay up-to-date on trends. "Real estate is an evolving market. Things change, strategies change, the market changes, technology changes, and we have to adapt."

Jelena also knows it's important to stand out in a competitive market. "It's about networking, it's about relationships," she says. And it seems to be working. "People keep coming back, and I think they see the value...and they see that we are able to make it work for them."

To maintain that competitive edge, Tatyana and Jelena also make use of beautiful photography, video, and 3D virtual tours of their properties, as well as mailings and fliers. "Our marketing plan is very comprehensive. We are comfortably using the latest technology to help the sellers to get the best price for their property," Jelena says. But at the same time, they also work to establish and maintain relationships with other agents, alerting them to new properties so that everyone benefits.

Tatyana says that her favorite part of the job is being present during and helping facilitate a new chapter in someone's life, whether it's buying or selling a home. "It's very touching," she says. "We help them achieve their dream," Jelena adds. "It is very rewarding to be able to get that house for them. It's one of the happiest...and biggest steps, and we're immensely grateful to be part of that."

To learn more about Tatyana and Jelena,
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