



Outstanding Service Award

An SRES® Outstanding Service Award recipient must have shown extraordinary performance and presence in their respective community; demonstrated that they are a source of knowledge and expertise in working with the senior market; and must have shown exceptional principles and furtherance of the principles of good practice among REALTORS® and the 50+ market.

SRES® Designee Chris Read, SRES®, CRB, CRS, GRI, ABRM, AHWD, CIPS CNC, SFR®, BPOR, SRS, CRETS

Chris Read is CEO of CR Strategies LLC. The company is designed to assist Real Estate Licensees, Teams, Managing Brokers, Owners and Associations by strategically pursuing growth and profitability for “success on purpose.” Chris has 40 years of experience in real estate sales, management, operations and professional development training. She is the Managing Broker/Owner for CR REALTOR®, is a licensed Instructor, has authored numerous courses and education resources and has been a contributing Editor for a National publishing firm.

Chris has served many leadership roles with her Local, State and National REALTOR® Associations including: President of the Main Street Organization of REALTORS®, Chair of committees such as Professional Standards, Ombudsman Task Force, Business Issues, Senior Service Task Force, Illinois License Law Rewrite, the Education Advisory Task Force, and Broker/Lawyer. At the National level she has been an NAR Director since 2007 and served on various committees and Presidential Advisory Groups. She has been a member of her local MLS Board and currently is in her second term as an appointed member of the Illinois Real Estate Administrative Disciplinary Board.

In 2015 Chris accepted the challenge from the Illinois REALTOR® President to address issues of the state’s aging population. With the help of dedicated staff and a task force of committed members, a plan was drafted and put into motion that since has already resulted in resources such as infographics from a survey of hundreds of seniors, a “Municipal Tool Kit”, a brochure that

REALTORS® can share with decision-makers in their communities that outlines what can be done to help seniors, and a website dedicated to resources related to senior housing issues.