

GEORGE MARKOUTSAS

**The ABL
Group**

DESIGNING A LIFESTYLE FOR HIS CLIENTS

The ABL Group is a one-stop shop for home improvement products and services, and the team is passionate about helping people love their homes. They work with REALTORS®, architects, designers, builders, homeowners, and anyone else on the home improvement journey. The ABL Group's services include everything from painting and decorating to remodeling and renovations to cabinetry, design, shades, and window treatments. And their store, located in downtown Highwood, houses a collection of paint, wallpaper, furniture, and home goods for customers to browse and buy.

"We do so much more than renovation projects," claims George Markoutsas, ABL's CEO. "We're all about enhancing lives and establishing long-term value. Education is a big part of our work.



We help clients determine which projects will create the most value when selling or investing by presenting them with a variety of home improvement options and explaining the benefits of each. Our goal is to equip them with all the information they need to make a sound decision."

George's love of design and architecture started at a young age. As a kid, he loved to draw and build houses with Lincoln Logs. He'd spend hours doing both while at his grandmother's house, and he believes it helped cultivate his interior architecture and kitchen design skills.

At 16, George started working as a painter's apprentice at the ABL Group and continued on in the carpentry department during summers throughout



college. He started studying public administration in school but ultimately double majored in political science and architectural history and was planning to either go to law school or go into architecture.

During college, one of his internships was with the Frank Lloyd Wright Preservation Trust, where he worked on the restoration of the Robie House in Hyde Park. He loved it. He quickly became hooked on interior architecture, remodeling, and restoration.

According to George, the best part of his work is seeing the remarkable transformations his team is able to achieve for their clients and the ways in which those improvements can affect their clients’ lifestyles.

“Over the years, it’s been very rewarding to see how people’s perception of real estate has changed and the ways in which my team can influence that,” says George. “Buying a home has always been seen as an investment.



George with his wife, Ava.

But I think people are now seeing it as more than just a financial investment. They’re looking at their home as an investment in a certain lifestyle. It’s how they’ll spend the next few years, or even a lifetime, making memories. People don’t seem as concerned with the square footage of the house or how many bathrooms it has. They’re thinking more about choosing a floorplan—the flow and amenities that provide the right functionality for the way they want to live.”



George, Ava, Chloe, and Matthew Markoutsas enjoying spring break in Punta Cana, Dominican Republic.

If George were to look for a new home that supports his lifestyle, the emphasis would be on finding the right fit





George and Ava Markoutsas at Celebrate Highwood's Roaring '20s Jazzed Up Dining and Cocktails Fundraiser at 28 Mile Distilling Co. in Highwood.

for his wife, Ava, and his kids, Chole (thirteen) and Matthew (ten).

"My beautiful wife, Ava, happens to be my business partner and my high school crush," gushes George. "Whenever I'm having a bad day and need help motivating myself, I just think of her and my kids and remind myself how truly blessed I am to have them in my life."

The Markoutsas family loves to spend time with their extended family and tries to travel as much as possible. But they also love exploring their hometown, Highwood. Together, they attend

festivals, walk to Lake Michigan, and eat at local restaurants. When George has a minute alone, he loves to cycle, both on and off-road. He says, "To me, it's nourishment for the soul, and there's no better way to explore."

But then it's back to the shop to help homeowners design their dream home, advise investors on the best ways to increase the value of their property, and even assist REALTORS® as they browse through the ABL Group's home goods shop to find the perfect closing gift for clients.

"We're all about creating an exceptional experience for our customers no matter who they are. We hope to see you walk through our doors soon."

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To find out more about the services The ABL Group provides its clients, visit their store and talk with one of their team members: 259 Waukegan Ave., Highwood, IL 60040. Or go to their website www.theABLgroup.com, or call 847-579-1600. You can reach George by calling 847-313-5798 or emailing him at george@theablgroupp.com.



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LINCOLN STREET
LAW, P.C.

Katherine S. O'Malley
Attorney at Law



CONTACT US: Office: 847-864-7770 | Mobile: 847-912-7250
LincolnStreetLaw.com | komalley@lincolnstreetlaw.com