Top-3 U.S. Broker Steven Koleno Joins Spot Real Estate, Validating Chicago's 1% Full-Service Revolution

Top U.S. broker Steven Koleno joins Spot Real Estate, bringing billion-dollar experience to Chicago's 1% full-service, consumer-first model.

CHICAGO, IL, UNITED STATES, October 31, 2025 /EINPresswire.com/ -- Spot Real Estate, the Chicago area-based brokerage redefining full-service real estate at a 1% listing commission, announced that Steven Koleno, one of the nation's Top 3 agents by transaction volume, has joined the company as Vice President of Consumer Empowerment.

> When one of America's top-three agents looks at your model and says, 'This is the way'—that's not validation. That's vindication."
>
> *Mark Miles, CEO & Founder, Spot Real Estate*

Koleno brings more than 11,000 home sales, $3.5 billion in career volume, and institutional experience managing portfolios for Blackstone and American Homes 4 Rent—organizations controlling up to 82,000 properties.

His move signals growing demand for Spot's transparent, consumer-first model and marks a defining moment for Chicago's real estate market.

A Model Built on Choice and Transparency

Spot Real Estate, founded by Mark Miles, operates on a principle traditional firms resist: full-service real estate shouldn't require 3% commissions. With professional marketing, MLS syndication, expert negotiation, and contract-to-close support—all for 1%—Spot delivers what Miles calls "Equity Protection™."

"Traditional brokerages are like car dealerships," Miles said. "You see a high sticker price and must negotiate it down just to get a fair deal. Spot is the Carmax of real estate—transparent pricing, no haggling, and options that fit every client's needs."

A 20-year industry veteran and former Director of Operations & Technology at a $1.5 billion Chicago brokerage, Miles built Spot to eliminate waste, improve efficiency, and return those savings directly to consumers.

Why One of America’s Top Brokers Chose Spot

After leading institutional transactions nationwide—including 208 homes sold in four months for one fund and 1,700 closings in 2024—Koleno could have joined any model. His decision underscores a growing industry shift toward efficiency, transparency, and client control.

Spot Real Estate

“I’ve spent my career delivering clarity and flexibility to billion-dollar investors,” Koleno said. “They expected detailed pricing and customizable service—no surprises. Chicago homeowners deserve the same. Spot gives everyday clients the control institutional buyers have always had.”

As VP of Consumer Empowerment, Koleno will serve clients directly while helping expand Spot’s systems, partnerships, and client experience to meet surging demand for transparent representation.

The Market Has Caught Up

Recent industry changes—including the National Association of Realtors settlement ending mandatory buyer-agent compensation—have accelerated the consumer-choice movement Spot pioneered.

“The industry is scrambling to adopt transparency,” Miles said. “Steve’s been living it for a decade. Having someone of his caliber join Spot proves our approach isn’t just ethical—it’s inevitable.”

Koleno’s return to Chicago aligns with a market hungry for better value and clarity. “Chicago buyers and sellers are informed,” he added. “They question inflated fees and expect results. Spot delivers both.”

A Revolution Rooted in Efficiency

Spot’s lean, tech-enabled infrastructure removes expensive offices, redundant admin layers, and referral middlemen that inflate costs without improving outcomes. Every client works directly with a licensed professional, ensuring consistent quality and measurable savings.

On a $500,000 home, Spot sellers keep an average of $10,000 more than with traditional commissions. “We’re not discount,” Miles emphasized. “We’re efficient. Every dollar we don’t waste is a dollar our clients keep. That’s Equity Protection™ in action.”

About Steven Koleno

11,000 homes sold across 70+ markets

Top 3 national ranking (Real Trends)

$3.5 billion+ in career volume

1,700+ transactions totaling $684 million in 2024

Former VP, American Homes 4 Rent

Managed 20,000–82,000 property portfolios (Blackstone/Invitation Homes)

Licensed across Midwest, Sun Belt & East Coast markets

Recognized Top 1% by Chicago Association of Realtors

About Spot Real Estate

Founded by Mark Miles, a 20-year industry veteran, Spot Real Estate is Chicago’s first full-service, consumer-first brokerage offering transparent pricing and flexible options. Built on operational precision and radical efficiency, Spot provides professional representation at 1% commission or flexible flat-fee alternatives—helping clients save thousands while maintaining top-tier service.

Spot operates on the belief that real estate should serve people, not profits. The company continues to expand across Illinois and the greater Midwest as homeowners seek modern, fair, and efficient ways to sell their homes.

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