

CHICAGO

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**STELIANA
MLADENOVA**

with Areté Homes

WHERE EXPERTISE MEETS CHICAGOLAND REAL ESTATE

STELIANA MLADENOVA

partner spotlight
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The Areté team

Areté Enterprise, the parent company of Areté Renovators and Areté The Art of Design, has continued to grow. Areté Homes is the newest branch that has emerged, offering a new blend of expertise and comprehensive services to meet the diverse needs of the Chicagoland area.

Beginning in early 2023, REALTOR® Steliana Mladenova and Igor Jokanovic, president of Areté Enterprise, decided to fill a need they saw in the market. This dynamic team executes a full-service solution designed to guide clients through every aspect of their real estate journey.

“Our biggest standout differentiator from other teams is our backing of the Areté group of businesses,” shares Steliana. “In conjunction with Areté Renovators and Areté The Art of Design, we can help clients work through the process of remodeling a newly purchased property or make updates for higher ROI when they are ready to list for sale.” Steliana also shares how Areté Renovators, with two decades of experience as a leading contractor in Chicagoland, brings a wealth of knowledge to the table in this new venture. This knowledge extends beyond buying and selling properties: it encompasses renovation, design, and staging.

Areté Homes seamlessly integrates these aspects into their services, offering clients a comprehensive experience.

“Our team has extensive experience and knowledge across different spheres—from construction to design, property management, and investment funds,” notes Steliana. With a vast network of partnerships, too, that range from renowned



Steliana playing with her son.

kitchen and bath suppliers to furniture staging companies, Areté Homes brings an abundance of resources to every transaction.

Steliana’s journey into leadership began to develop at a young age through the profound influence of her mother, whose qualities and approach to life inspired her. She says her mother taught her to think openly, believe that anything was possible, and develop a strong, self-guided sense of responsibility, and that this foundation laid the groundwork for her success today.

After growing up in Varna, Bulgaria, she aspired to study public relations in the UK, but when that plan didn't work out, she embarked on a path, which included obtaining a degree in economics with a focus on real estate, that eventually brought her to the heart of Chicagoland's real estate landscape.

In 2015, Steliana found her way to the Areté team. She started her journey with Areté Renovators as a project coordinator, overseeing renovation projects in Lincoln Park and

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downtown Chicago. Managing these projects in high-rise buildings provided her with invaluable insights into property management and the city's diverse neighborhoods and properties.

As Areté Enterprise expanded its business portfolio, it ventured into property management under Areté Property Development. Recognizing the significance of effective building management and maintenance in property value, Steliana transitioned to the property management division. This move further enriched her understanding of the real estate ecosystem.

Steliana and Igor fulfilled their plan of obtaining their real estate licenses together, then set out to find a real estate company that aligned with their vision. Keller Williams emerged as the perfect fit. They felt the unique approach of Keller Williams resonated with the overall vision that's deeply rooted in Areté. In this, Areté Homes was created.



And as you might expect, Areté Homes fits seamlessly into Areté Enterprise's broader vision.

“Our goal is to establish Areté as a trusted source of full-service home solutions,” shares Steliana. “From design and construction to buying, selling, investing, and property management, we provide a one-stop-shop for all real estate needs.”

The Areté group of businesses has been a steadfast partner to REALTORS® for years. Areté Homes plans to continue that tradition in the years to come by offering unique insights, consulting, and cost estimates for renovations before clients make offers on properties. For sellers, they provide guidance on renovation updates that yield the highest returns when listing a property for sale. Many REALTORS® value this service and regularly refer Areté Renovators to their clients, reflecting the deep trust and partnerships that underpin Areté's business.

Alongside her thriving professional journey, Steliana treasures her

family. At home, she's a proud mother to Evan, her vibrant three-year-old son. “Every day with him is a lively celebration filled with captivating conversations and curious questions,” shares Steliana. She values these moments understanding how swiftly time flies, and cherishes the memories they create together. Steliana and Evan enjoy puzzles and bedtime stories that fuel Evan's imagination, and days that are filled with traveling to sunny destinations, spending quality time with friends, or focusing on well-being through staying active.

Interestingly, geography is one of Steliana's hidden strengths. She possesses a natural ability to navigate directions, enhanced by her instinctive internal compass. In the realm of music, Beyoncé holds a special place in her heart. Since her teenage years, Steliana has been an ardent fan, inspired by Beyoncé's empowering music, professionalism, creativity, and unwavering dedication to her fans. Steliana even had the privilege of attending three of Beyoncé's spectacular concerts, fulfilling a long-held dream.

When asked what motivates her on challenging days, Steliana says she finds it in her son's eyes each morning, propelling her toward a bright future and the realization of her dreams.

Areté Homes, under the visionary leadership of Steliana and Igor, represents a new era

for Areté Enterprise. And their holistic approach, supported by the vast expertise within the Areté family, positions them to be a remarkable team.

As they continue to grow and evolve, Areté Homes stands ready to guide clients through every step of their real estate journey, ensuring that quality and expertise are at the forefront of every transaction.

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Interested in a complimentary remodel consultation prior to listing?
Contact our design build team at Areté Renovators to schedule.
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