

EVERY DAY STARTS AT ZERO

FOR REALTOR® **KATHY BROOCK**, EACH MORNING OFFERS A FRESH OPPORTUNITY TO USE ONE'S PASSION TO MAKE A DIFFERENCE IN THE WORLD.

Throughout Southeastern Michigan, homebuyers and sellers want Kathy Broock in their corner—and for good reason. It's not just that she's been the leading Realtor® in Michigan for 10 years, nor that she possesses a nuanced and encyclopedic knowledge of the area; it's that Broock's professionalism and boundless positivity guide clients through every step of the biggest and most important fiscal decisions of their lives.

A fourth-generation real estate agent—her German immigrant great-grandfather founded Max Broock Realtors in 1895—Broock is quick to note that nothing was handed to her. “I didn't inherit my business,” she says. “What I did inherit was a deep understanding of the power of hard work. That's in my DNA.” Broock grew up in Bloomfield Hills and Orchard Lake. As a child, she helped out in her father's office, filing, answering the phones, and seeing first-hand how people's lives were enriched by buying not just any home, but the right one.

Steps to Success

After college, Broock jumped into the field and found herself helping to pioneer a path for young women in the real estate industry. There were few women agents, and even fewer young ones, she recalls, but she persevered. Having lived in both suburbia and a lake community, she came into the industry with a range of experiences that led to a greater understanding of real estate needs. As the area she called home continued to flourish, and farmlands and lake towns ringing Detroit were transformed into new communities, Broock was buoyed by her love of matching people with homes and found success in the region on her own terms. Under the Max Broock Realtors umbrella, she started her own brand, Kathy Broock & Co., specializing in homes at every price point and offering exceptional customer service. In 2019, she and her deftly curated team—buyer's agent Helen



Reasoner and three stellar administrators—sold over \$152 million in real estate, earning the team a ranking in the top 1% of Realtors® nationwide. “None of this would have happened without the love and support of my husband and three wonderful daughters, and the amazing, talented women I work with every day,” she says.

Side by side with Broock's passion for her career is a desire to inspire others. “My motto is, ‘Every day starts at zero,’” she says. “Each morning we wake up and get out of bed is a gift—a chance to pursue what we love. It starts with a plan and a willingness to find your own course, not just the expected one. I hope my story empowers others to find their own way. Identify what you love, work hard at it, don't be afraid to take risks, and give it your all.”

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