

## FASHION SEEN

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**K**athy Broock got her real-estate license more than 30 years ago, but she's been in the business far longer than that. "I've worked in the industry since I was in elementary school," says Broock, who used to answer phones at the Birmingham office that her great-grandfather, Max Broock, founded in 1895 (and that her grandfather and father subsequently ran). "My father taught me the importance [of the] proper tone and professionalism."

Those lessons have served her well: Broock, the mother of three grown girls, now oversees a team of real-estate agents at the same office where she got her start. With more than \$152 million in sales last year, she's also Michigan's top-selling agent, an honor she's held for 10 consecutive years. SEEN talks to her about everything from carrying on her family's legacy to her rock-inspired style.

**You're a fourth-generation Realtor. How did your family's legacy influence your career?** I never thought about the legacy aspect of the business until I acquired my license. At that time, I embraced that I was the "woman" of the family about to embark on a real-estate career and I loved the idea that I might work with my father — which did not happen initially. He didn't believe in nepotism, so I began selling at a competitor's company. My first job in the business was in the early 1970s, answering phones and filing listing tickets. That early involvement allows me to appreciate how far we have come as an industry, and [it's] embedded the old-fashioned work ethic that I carry with me today.



**What does your dream house look like?** It's funny — I've been in so many houses that it's hard to define the house of my dreams. That's why I never built a home; deciding what I wanted would have been grueling. That said, I love the sunset! My house, on Orchard Lake, is windward facing and I have enjoyed sunsets with friends and family.

**What do you love most about Detroit?** I feel a special connection with the city, not only because I've watched areas from my childhood transform firsthand, but because my family played a significant role in the development and growth of Detroit and its suburbs. I feel an overwhelming sense of pride when I show homes in the neighborhoods built by my great-uncle.

**You sang in a band during college at Michigan State. What's your favorite album of all time?** Aerosmith's *Toys in the Attic*. It's one of the best rock and roll albums of our lifetime and it didn't get enough notoriety. Steven Tyler is one of the best writers ever.

**How is the real-estate industry different than when you started?** Times are definitely different. Everyone is getting their license and wanting to sell million-dollar homes. Young kids think it's going to be easy but it takes hard work all day, every day.

When I started, I was the youngest kid in the industry. I was the first person to wear a leather jacket and jeans — something taboo in the real-estate world. I took off my suit and threw on a leather jacket and that was my ad campaign forever. It kind of rocked the industry fashion-wise.

**How would you describe your style in a few words?** Structured bohemian with a rock-and-roll flair.

**You're never fully dressed without...**My wedding band.

**Who or what inspires your style?** I love the 1970s. I love the music and the free-spirited, hippie fashion. To this day, I mix bohemian and conservative. It works!

**Can you share your favorite quote or words to live by?** "Every day starts at zero." It means don't let the past or negativity get to you — you have the chance to start fresh every day.

*For outfit details and to read the full interview, visit [seenthemagazine.com](http://seenthemagazine.com).*