

Kathy Broock & Company: Success is a Team Effort

As a fourth-generation real estate agent, Kathy Broock understands the importance of building the right team.

“Surrounding yourself with phenomenal people is the key to success, period,” she said. “Having a team that says, ‘I can, and I will,’ has been a contributing factor to consistently building my brand, growing my business, and being No. 1 in the state of Michigan for 11 years.”

Her energetic team consists of Associate Broker Helen Reasoner, Director of Operations Cheryl Bournias, Listing Director Marjorie Goldman and Marketing & Media Director Allie Betz.

“They’re an amazing group of women with a strong work ethic,” Kathy said.

“My marketing background and expertise is highly effective in listing and promoting my properties. While Helen has finesse, like no other, when it comes to negotiating on behalf of her buyers. Our personalities are collaborative and complimentary, creating a dynamic that consistently produces the highest examples of client satisfaction and success.”

Additionally, Cheryl brings more than 20 years of real estate experience to the operations side of the business, ensuring client satisfaction from contract to close, Marjorie oversees the accurate implementation and execution of all listings, and Allie curates a targeted marketing campaign so that every property has a strong presence across all media platforms and traditional publications.

“In this group of women, I am blessed to have found a mature, experienced and dedicated work family. Our synergy and genuine caring for each other is critical to the success of our accomplishments.”

Broock and her colleagues are, “all in” when it comes to educating and informing clients — especially in this competitive market.

“It’s not about the sale; the sale will come,” she said. “It’s about providing good data and backing it up with facts that help people make sound financial decisions.”

Their core markets include the communities of Birmingham, Bloomfield Hills, Bloomfield Township, Bingham Farms, Beverly Hills, Franklin, Orchard Lake, West Bloomfield, Farmington Hills, Oakland Township— and lake communities in Oakland County.

“We work a 30- to 40-mile radius around that focal point,” she said. “It’s second nature to me because of my family’s legacy, especially when it comes to selling lakefront properties. It’s something that I’m fortunate to know a lot about.”



Kathy Broock's knowledge of Oakland County is unparalleled!
Having grown up in Bloomfield Hills and Orchard Lake, Kathy's 30+ years of industry experience and understanding of the area always helps to better serve her clients.

Innovation has been another key driver of their success.

“I won’t say I’m a trendsetter, but I definitely like to adapt and change to stay ahead of the curve,” Kathy said.

“Very few real estate agents have their own personal, professional Marketing and Social Media Director working on their brand, product, and client representation. People typically don’t get that kind of service. When clients work with us, they receive broad bandwidth and continual growth.”

Kathy Broock & Co. is located at Max Broock Realtors, 275 S. Old Woodward Avenue in Birmingham. For more information, call (248) 318-4504 or visit www.kathybroock.com. Follow @KathyBroockRealtor on social media.



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