

# This 4th Generation Realtor Always Starts Her Day at “Zero!”

KIM KISNER

**K**athy Broock lives by the motto “Every day starts at zero.” Meaning, each morning offers a fresh opportunity to use one’s passion to make a difference in the world.

For Broock, that passion is Real Estate. As a 4th-generation Realtor® and great-granddaughter to Max Broock, who founded Max Broock Realtors in 1895, it’s literally in her DNA.

“As a child, I remember helping out in my father’s office and seeing firsthand how people’s lives were enriched by buying the right home. I also remember working alongside him on many charity events. He demonstrated to me that giving back to the community and to people is rewarding and necessary.”

Her joy in giving, and her family roots in the business, naturally led her to become

a Realtor®, and further, to establish her own brand, Kathy Broock and Co. specializing in homes at every price point and offering exceptional customer service. As of November 2021 she has \$165 million under contract, earning her one of the top realtor rankings in the country.

This distinction and 11 consecutive years as Michigan’s #1 Realtor®, in addition to her breadth of knowledge and encyclopedic familiarity of the area, have landed her on the pages of O, The Oprah Magazine; Entrepreneur magazine; Fortune magazine and more.

She attributes much of her success to her passionate and dedicated team. “My team works relentlessly — with grit — but also with joy. It’s a commitment to the trade and a passion for the happiness that buying or selling a home brings our clients. I love

it so much, I worked on my wedding day — which is not something I promote others doing,” she says with a laugh.

Broock approaches everything with a sense of openness ... an open heart, an open mind and open arms. “Taking care of family, each other and also the community is what living life and working a career means.” To that end, Broock is an avid philanthropist, contributing to many causes, such as Care House, Variety, Oakland Family Services, the Holocaust Memorial Center, to name a few, and now cultivating local

businesses by hosting videos and promoting them on her platforms.

When asked about her future goals, Broock says, “I’ve been in the business my whole life and the word retire is not in my vocabulary. I aspire to keep getting better, for my customer, my team, my community and my family.”

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## **KATHY BROOCK & CO.**

275 S. Old Woodward Avenue  
Birmingham, MI 48009  
248-318-4504  
kathy@maxbroockhomes.com  
kathybroock.com

