

AS SEEN IN
Forbes, Fortune & Entrepreneur

LEADING WOMEN IN BUSINESS DETROIT

Camaraderie, Connection, Community

Top real estate agent Kathy Broock knows success means being someone people know and trust.

When it comes to success, Kathy Broock doesn't think about the numbers—which is an interesting approach for the fourth-generation real estate veteran who also happens to be Michigan's leading Realtor® for 11 years running.

"I focus on helping my clients because when I take great care of them, everything else falls into place," says Broock, whose genuine dedication to care runs as deep as her Southeast Michigan roots.

Born and raised locally, Broock looks to her family history as the bedrock of her strong commitment to the community. Her great-grandfather founded Max Broock Realtors® in 1895, and Broock's family helped develop the area as it grew, "giving me a foundation unlike anyone else," she explains.

Now she's proud to be a connector in the community through Kathy Broock & Company, building relationships that benefit clients, strengthen small businesses, and give back to those in need.

Connecting Is Communicating

"My philosophy behind having a successful business is to pick up the phone," says Broock. "Connecting with people is communicating. Tech is a powerful tool, but personal relationships are what build trust. When someone can physically see or hear you, it takes away the potential for misunderstanding." Broock believes transparency and authenticity are key, and that means getting to know clients by meeting with them in person or over the phone instead of through text and email.

Ranked in the top 1% of real estate agents nationwide, Broock's business stays busy, but she keeps client needs as the top priority with the help of a team she says is truly like a family. She credits buyer's agent and associate broker Helen Reasoner and her team of four administrative experts for helping her company get where



Left to right: Helen Reasoner, Buyer's Agent and Associate Broker; Kathy Broock, Michigan's No. 1 Realtor®; and Cheryl Bournias, Director of Operations.

it is today by ensuring every client is cared for throughout the process.

"Each aspect of my business is covered with care. Every client knows they're loved from beginning to end, without a doubt," says Broock. "Not one person can handle every responsibility of a small business and do it right. The smartest thing to do is hire good people you want to be around and delegate responsibilities to smart, capable people you trust."

Through over three decades of experience, Broock's learned it all comes down to working with a team you know—and that goes for clients, too. Buyers and sellers turn to Broock because she gets to know them and earns their trust, driving repeat business and frequent referrals.

Caring For The Community

Broock's proudly built a reputation for care, not only for clients but for her community as well. "I believe in camaraderie, connecting, and community," says Broock of the motivation driving her philanthropic project, Kathy Broock & Community.

With an experienced crew, Broock professionally produces short, creative videos that boost community business owners in need. "I'm grateful to touch base personally with my community by helping our small businesses," says Broock. "Letting people know you care—that's what connecting is."

MAX
BROOCK
REALTORS®

KB
KATHY BROOCK & CO.

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