

Wisdom Breeds Success

Whether searching for their first home or dream home, Kathy Broock has two words for buyers: Trust experience.

“When an offer comes from Kathy Broock & Co., sellers know what that means,” says fourth-generation real estate veteran Kathy Broock. “They know our clients are backed by excellent lenders and a dedicated team with unmatched expertise.”

Ranked as one of the top agents in the nation, Broock also leads the state as Michigan’s No. 1 REALTOR® for 12 consecutive years, carrying on over a century-long family legacy of success. “I was born in this industry. My grandfather founded Max Broock Realtors® in 1895, and generations of my family helped develop the area as it grew,” says Broock, who counts more than three decades in real estate among her own experience.

An industry veteran, Broock brings grounded ethical standards to every transaction. Yet, the tenured professional knows real estate is ever changing, and as the business evolves, so does Broock. “Branding is everything in this industry,” she says. “I pioneered the idea that agents should spend money to make money, and I’ve stayed at the forefront by understanding my brand and elevating it to exceed the industry’s needs.”

Behind Broock is a specialized support staff that includes Helen Reasoner, Associate Broker and Buyer’s Agent, Cheryl Bournias, Director of Operations, Allie Betz, Marketing/Media Director, and Marjorie Goldman, Listing Director. Together, they’re a tight-knit team that cares about more than just punching the clock.

“I’m blessed to have a work-family environment,” says Broock. “We approach each day with vigor, and we care about our clients as much as each other. This manifests into a seamless experience for everyone involved. At Kathy Broock & Co., every day starts at zero. We’re successful because we wake up determined to be the best. We plan, we strategize, and we execute.”

Caring for Community

Amid a market impacted by inventory and supply chain shortages, Broock’s business produced over \$180 million in sales in 2021 alone. “The Oakland County market exploded,” says Broock, noting the COVID-19 pandemic put destination communities at record-level demand.



With the increase in interest comes the need for local expertise and experience. Broock’s roots and reputation provide an unrivaled familiarity with area communities and opportunities. “I love Southeast Michigan, especially Birmingham. It’s where my grandfather moved from the city in 1936, and my heart and hub are still here,” she shares.

For Broock, real estate is more than a transaction; it’s an opportunity to build relationships and foster community. From helping buyers find their ideal homes to spotlighting small businesses, she feeds the growth of Southeast Michigan through an undeniable passion for people and place.

“My career makes me feel connected. It makes me feel connected to this town and the state of Michigan. It makes me feel connected to the place I call home,” she says. “The intimacy is what keeps me going. It’s not about sales. It’s about people. Take care of the community, and they’ll take care of you.”

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