

KATHY BROOCK & CO.

Kathy Broock Max Broock Realtors

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Kathy Broock, Michigan's number one REALTOR® for 12 consecutive years, grew up in the business as a fourth-generation realtor. Kathy understands the cyclical nature of the business and can navigate the current competitive market with finesse. "It's important that we all breathe, practice patience, and seek expert guidance."

Broock has perspective, noting, "You need the tools to navigate today's market successfully. While the present seller's market is advantageous for sellers, it can also be overwhelming with multiple offer situations. It requires compassion, negotiating savvy, and a thorough knowledge of the industry – past, present, and future."

That's where it's beneficial to rely upon the expertise of Broock and her team of five women: Helen Reasoner, Associate Broker; Cheryl Boumias, Director of Operations; Marjorie Goldman, Listing Director; and Allie Betz, Marketing and Media Director. "All the women aid in each other's success. They genuinely

respect one another's talents. They are rock stars." Broock feels blessed every day she goes to work and is proud to be one of the "elders" in the real estate community. "I genuinely love what I do – I love selling real estate."

Broock also noted the market changes due to the infusion of millennials buying homes, which make up 35 percent of the market. "Young people previously preferred to rent. It was the social norm," she said. "Now, many have substantive financial situations due to the job market and the transference of generational wealth. Baby boomers only make up seven percent of the market. The low inventory in today's market results from the buyer's demand to upgrade and baby boomers downsizing."

Broock and her team know their clients. They build relationships by discerning the needs of both buyers and sellers. Guiding them through the process takes a team. Negotiating for the client's best interest is paramount and that is what Broock does best.