

Kathy Broock, Rooted in Real Estate, Community and Giving

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What differentiates Kathy Broock from other realtors in Southeast Michigan? Her roots. They run deep... in fact, nearly 130 years deep.

It was in 1895 that Broock's great-grandfather, Max Broock, founded Max Broock Realtors, a company deeply engrained in their family DNA. Working in her father's office, Broock started observing, learning, and absorbing it all as a child. Storing knowledge and planting seeds for her future was just the beginning.

"I've been in and around real estate since birth," says Broock. "This business is instinctual for me. I drive around and am in awe of how much this community has changed in the past 60 years. I understand the needs of my sellers and have the necessary experience to make quick decisions and the tenacity to get things done. I am a relationship driven person and want all my clients to walk away knowing I genuinely care for them."

About this success, Broock says, "I think being around the industry for so long gives me the confidence and knowledge to push the envelope, which has fostered my strong negotiation skills. The term 'knowledge is power' is cliché but it's true. I understand how and when to

push, and I'll push hard. I think that's what I do best and that's a big part of what makes me win for my clients." Those seeds planted as a child have blossomed into success of great measure. Kathy is ranked top in the nation, and is Michigan's #1 Realtor for twelve years running.

Real estate is not the only area Broock's roots run deep. She's also been part of the community in which she lives and works. She says, "Living in the area my entire life not only means I know the neighborhoods and the lakes like the back of my hand, it also drives my passion; it's my hometown and I'm vested. Helping clients find their perfect home in this community is incredibly satisfying."

Broock also finds giving back to the community and it's people rewarding, and has been doing so as long as she can remember alongside her father as a child, and now, as an adult. She is a proud member of the board at Variety Children's Charity, helping promote events to raise awareness. She also supports the Zekelman Holocaust Museum, ORT America and CARE House of Oakland County, where she started her own charity with her daughters called Erin Go Bragh, a charity that collects undergarments for underprivileged women



entering the work force.

Broock's collective efforts span far beyond her involvement with these organizations. She gives back by helping professionals and local businesses thrive. Kathy does this in three main ways; by empowering and helping women, advising fellow realtors/professionals in the real estate industry, and promoting new businesses.

"As a mother of three daughters, I am a huge advocate for women's voices. Women need to be empowered, so I decided to develop an all-female team to support women."

Broock is also known to share crucial information, tips, and resources with others in the industry, saying, "It's important to share what we know. It will help us all."

In the Fall of 2019, Broock started the Small Business Series, *Kathy Broock & Community*, as a way to promote start-ups and local businesses, saying "This is something I do to support people in their entrepreneurial endeavors and help them gain recognition. It's tough starting out and sometimes it just takes a person to start a drip, and hopefully that

drip flows into a wave."

Overall, when reflecting on her philanthropic efforts she says, "My purpose for charity work is to give. The get is the feeling of giving. I am a giver and that energy goes into everything I do. I am not 28 years old but I have the same energy and passion as I did then, combined with growth and wisdom, that's what drives my success. This translates into real estate for me in a big way. It's helping others find their perfect home or sell their current home that drives me seven days a week. It's very personal for me and I put no boundaries on giving back and helping others."

About the future of Kathy Broock & Co. she says, "I'm staying put in this community and the industry I love so much. I'm not going anywhere." Spoken like someone deeply rooted indeed.

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