

TOP AGENT MAGAZINE

KATY DIX BRAHLER



Successful real estate professionals find their paths in various ways, but for some, like Katy Dix Brahler, real estate finds them. While a student at Ohio's Kent State University in the 1980s, and working in furniture sales at the Wicker Company in Stow, Ohio, Katy met John Simon. "I sold some furniture to him and at the end of the process he told me I should be selling real estate," explains Katy. "John was an exceptional broker at Karam and Simon Real Estate, and pivotal to my career." Katy ultimately earned her degree in real estate and finance before joining John's brokerage in Akron; the rest is history!

As an independent agent, Katy offers close, personal service to every buyer or seller. She and her husband live in the West Suburbs of Cleveland and for many years she has focused on the Kent/Akron area along with East and West Cleveland. "Both my husband and I are also heavily affiliated with Kent State University," she explains. Through that relationship, she has the pleasure of serving as a local real estate expert for many people relocating to work at Kent State.

"I am focused on finding the absolute *right* home for my clients, not just finding them a home," says Katy, who is forthright in the warmest way possible. "If someone falls in love with a house, I step in with a critical, unemotional eye to suggest pros and cons. If I feel it's not the right home; I let them know." In fact, Katy's daughter, who is in college and has helped Katy with her business, recently spoke with one of Katy's longtime clients. "He told my daughter that I have talked him out of numerous homes! As much as I want to sell a home, I stand out because I'm determined to find them the *right* home. Some homes on the surface may look perfect; but underneath, they're not what my client is looking for."

When working with sellers, Katy provides premier service. "I hire a professional stager who I send through the house if it needs some extra staging; I pay for that," she says. "I also hire a professional photographer; the pictures and video absolutely have to be professional." Katy then lists on the MLS, advertises on the major search engines and real estate portals (including her state-of-the-art website, www.katybrahler.com) and conducts social media marketing on Facebook, LinkedIn, Twitter and more.

Katy's high rate of repeat and referral business results from her attentive, client-focused service as well as her visibility. People appreciate how comfortable they feel with her and how caring

she is during the process. "I also advertise in the local papers; I was in Cleveland Magazine 2018, Top Agent and I've been on HGTV's 'House Hunters' twice." Even more meaningful is her longstanding dedication to worthy causes. In 2015, she was named Woman of the Year by the Leukemia and Lymphoma society for raising more than \$80,000 in 10 weeks' time. She and her husband also serve on the Capital Campaign for both Cleveland Clinic and Kent State University.

Because both of the couple's children are in college and she and her husband miss them, Katy now more than ever finds time to do her favorite things and recharge from work. "Back when the real estate bubble burst, I became a Jazzercise instructor!" she says. "Now, three mornings a week, I still get together to work out and have coffee with that very close group of friends I call my 'jazz friends.'" The other days, she makes a priority of early morning walks with her husband before hitting the real estate scene.

Meanwhile, Katy plans to build her business. "I expect to be in real estate for quite a while because I love it," she says. She holds hope that her daughter continues to show interest in real estate as she makes her way through college and that she may join Katy after graduation. "It's time to start building a team. Every year, business doubles and I'm reaching a point where I won't be able to handle everything alone." Her primary goal, after all, is to exceed the needs of her clients. "I keep getting referrals, so I must be doing something right," she says. "I love that I get to meet so many people, whether they're buying a \$40,000 condo or a \$2 million property!"



To learn more about Katy Dix Brahler, visit katybrahler.com or go to her Facebook page, email katybrahler@yahoo.com or call 440.724.4313