



*Sometimes* figuring out what you don't want in a career is an important step in discovering what you do. Such was the case for Denver REALTOR® Bret Weinstein. His journey to becoming one of Denver's most prolific agents began with a job that was unfulfilling at best. "I used to work in online education," Bret explains. "I wasn't really sure I was offering people the value we promised, and I didn't like that feeling." That uneasiness prompted Bret to search for another path. "When I left that job I knew I wanted to do something that felt like I was really helping people, and what better way than helping them with something as tangible as a home?" Now several years into a highly successful real estate career, Bret and his team serve the entire Denver Metro area.

Building up a business that's approximately 70% repeat and referral clients in just a few years is an unusual accomplishment; and one that Bret is understandably proud of. Clearly, he has a knack for building trust with his clients, and he attributes that to one thing. "If I had to say why I think clients choose me, it's my honesty," he says. "I don't believe this is a sales job. Yes, we help people find homes, but ultimately the clients are the ones who choose the right homes for themselves." In fact, he says he often takes it one step further. "You might even say I'm brutally honest," he says with a laugh. "I like to be the devil's advocate and

tell someone everything that's wrong with the house, not everything that's right. That way, if they still love the home after we have that conversation then it's probably going to be a good fit for them."

Putting his clients' interests above his own has certainly contributed to Bret's rapid success, which includes recognition from his peers in the Denver real estate community. He was named Rookie of the Year by the Denver Metro Association of REALTORS® in 2013. He has since been a Top Individual Producer and Gold Key Winner for Madison & Company, as well as being recognized as a Top Rated Agent on Trulia. He is also among the top one-percent of top producing real estate professionals in Colorado. And if Bret's face looks familiar, it's probably because he was featured on the HGTV show *Sale of Two Cities*.

There's no doubt that Bret has found his calling with real estate. He serves on the Denver Board of REALTORS® Professional Development Committee as a trainer for new agents in the Denver area. "A lot of preparing for a real estate career is taking a bunch of classes that are based on passing a test," he says. "Coming into it, I wish I'd had more knowledge of homes and when not to buy a house; I had to learn all that very quickly." Luckily for the agents he trains, they won't have to experience that same trial-by-fire approach. In addition to his work with the real estate board, Bret also supports the community through involvement with Goodwill, Habitat for Humanity, Jewish Colorado and National Public Radio.

Looking ahead, Bret has plans to stay the course that has brought him success thus far. "My goal is to actively be an advocate for people making the decision to purchase a home, and to train REALTORS® to adopt the mindset that they are helping clients make an investment, not just a sale," he says. "I want to train my team and other agents to look at the person they're helping, not at their own wallet." Bret also offers this observation for those who may be thinking about starting a real estate career, "It's an exciting industry where you can have a dramatic impact on people's lives and that's a wonderful thing."

Bret and his wife recently celebrated the birth of their first child, so time away from work means family time — including hanging out with their three dogs. He also enjoys unwinding on the ski slopes, getting lost in a good book, and sampling Denver's may new restaurants and breweries.

## Bret Weinstein

BSW Real Estate, Madison & Company Properties | Denver, CO  
303-802-3636 | [bret@bswrealestate.com](mailto:bret@bswrealestate.com) | [www.bswrealestate.com](http://www.bswrealestate.com)