

featuredagent

magazine

Marcus
Walgrave





Marcus Walgrave

While attending the University of Wisconsin Lacrosse as a student athlete, Marcus Walgrave made his first foray into the real estate game. When a fellow track teammate was looking to sell the investment property his parents had purchased, Marcus decided to take him up on the opportunity. Once he graduated with a focus in business marketing, Marcus decided to follow in the footsteps of his older brothers and become an agent, earning his license in 2013. Since then, Marcus has cultivated a flourishing reputation for professionalism, community mindedness, and client-centric care. In fact, in his first full calendar year as an agent, Marcus closed over \$6 million in volume — an impressive feat.

Primarily serving the Sioux Falls and Sioux Empire region — one of the fastest growing small city metro areas in the country — Marcus enjoys a focus on serving residential sellers, though catering to buyers on his roster is also of high priority. “I’m a

big believer that if you want to have a good grasp of the entire market as a real estate professional, it’s in your best interest to represent a balanced number of buyers and sellers,” he explains. “That way you’re up to date on the buyers’ perspective in our ever-changing industry. It’s actually a big factor in representing sellers at a high level, as well.”

What’s more, Marcus understood from the outset that applying digital savvy would not only help him launch his career, but would also allow him to thrive in an increasingly digitized marketplace. Accordingly, he established a web presence early on and makes use of the most cutting edge tools available to make listings and his brand stand out. “The majority of buyers begin their search online, and time is valuable,” he says. “If you have an opportunity to take advantage of today’s technology, you can save your clients time and money. Having a solid understanding of modern technology and an advanced



degree in business marketing, I know how to represent sellers at the highest level.”

As a deeply rooted member of the Sioux Empire community, Marcus is the founder and host of South Dakota Home Talk on KELO News Talk. On air, Marcus spends Saturday mornings live from 9am–10am covering major topics related to real estate — from getting pre-approved as a buyer and finding the right mortgage banker, to conducting home inspections. He also invites local professionals, like Sioux Falls’ chief zoning and planning officials, to come on the show and talk about development in the area and the city’s idea for future land use. Marcus is passionate about equipping area homebuyers with the know-how necessary to navigate a real estate transaction. “Getting free information out to the public is so important, so if they want to get into the real estate market, they have knowledge up front,” he says. “If we can help the community become more

knowledgeable about the process, they’ll have smoother transactions — and if that happens the community as a whole can stay strong and get through anything.”

To market his listings, Marcus harkens back to his family’s farm and the work ethic, strategy and diligence needed to yield fruitful results. “I grew up on a small farm and my mother and father always encouraged us to work hard and go out and own something of our own,” he recalls. “Real estate transactions are a lot like farming in that way. You plant the crops, work the field, maintain a high quality, and you get to harvest at the end of the season.”

Throughout a transaction, whether facilitating a sale or a purchase, Marcus prioritizes communication and integrity above all else. “Communication is extremely important in our business,” he says. “I do not sugarcoat anything and I’m always up front.



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I provide my clients with all the information and options available, so they can make an educated and intelligent decision on how to move forward.”

While Marcus’s superlative level of professionalism precedes him — having already netted a sizable rate of repeat and referral clientele —he never loses sight of the people at the heart of every transaction. “It’s remarkable to see my clients move on to the next chapter of their lives — whether downsizing and purchasing a motor home to travel the U.S., or moving up with their family — to experience that excitement alongside them is a unique and rewarding experience.”

To give back to his cherished community, Marcus is active in a variety of civic and charitable endeavors. He volunteers his time toward Habit for Humanity Build, and helps to build homes for families in need.

He serves on the board of the Dakota Relays, a track meet for local athletes, and he and his wife host a track club clinic for Avera Sports. He also mentors a local fourth-grader at Hawthorne Elementary School. “The community gives so much to us as REALTORS®, it’s important to give back ourselves,” he says. In his free hours, Marcus enjoys spending quality time with his amazing wife Caitlin, beautiful daughter Malia, and their beloved Labrador Moxie.

As for the future, Marcus has plans to continue fostering the steady growth of his business, with hopes to pass along his knowledge and insight to other agents as they ascend the ranks of the industry. Today, with five stellar years of service behind him, along with an exacting eye for the market and his clients’ best interests, the years still to come are bound to be brighter than ever for Marcus Walgrave.

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