

featuredagent

magazine



*Katie
O'Keefe*



Katie O'Keefe

Going from being an agent to a broker/owner within just a few years of getting her license, Katie O'Keefe is a natural leader with a true entrepreneurial spirit who found her niche in real estate. And with her client-centered business model, it's easy to see how she was able to grow so quickly. After a sales position in a completely different industry, Katie grew tired of the same daily routine and signed up for a real estate class at the suggestion of a friend. "I loved everything about it from the get-go," says Katie. "It really fit everything I liked doing, and from then on it's been my passion."

Together with her team at Dream Realty, LLC, Katie serves clients in Milwaukee and Waukesha Counties, as well as Washington, Racine, and Kenosha Counties, with a focus on single family residential properties. "We do a little bit of everything, including some new

construction and even some commercial, but a large majority of our business is residential," Katie says.

No doubt, that business stems from the astonishing 99% referral and repeat client rate she enjoys. "We don't do any advertising at all, so we have to do a great job for every client, every time, because we depend on our referrals. I've been very blessed that in 14 years of business, I've never had to advertise," Katie says. "My clients and customers are the soldiers who go out there and advocate for me. I feel like if they're willing to pass along my name and number, I must have done something right!"

So what is it that keeps Katie's clients coming back for more? "First and foremost, I like to keep all the stress away from my clients as much as I possibly can. The process can get overwhelming and time-



“First and foremost, I like to keep all the stress away from my clients as much as I possibly can. The process can get overwhelming and time-consuming for my clients, so we really pride ourselves on making sure this an enjoyable experience for them.”

consuming for my clients, so we really pride ourselves on making sure this an enjoyable experience for them,” says Katie. “Life is busy enough and there are many other things going on in their lives at any given time. It’s our job to make the transaction smooth and stress-free.”

Perhaps, more importantly, Katie strictly adheres to a moral code of ethics, something that should never be taken for granted. “I feel like there’s always a gray area or a very slippery slope you can enter if you’re not careful,” explains Katie. “We try to educate our clients and list all the pitfalls, or pros and cons of what they’re getting into and then let them lead the process. Ultimately, making choices on your client’s behalf can sometimes lead to trouble, so honesty and full disclosure are top priorities for us.”

Looking back to when she made the decision to open her own business, Katie is grateful for how far she has come. “It was a big step for me but I was confident. Not that I thought I knew it all, but I had a solid base to start from and I knew I had a business model that was different than anything else that was out there,” Katie says. “It was full service without having to pay all the exorbitant commission fees, and it worked. We’ve been so lucky that every year has been better than the last, even throughout the trying times within our industry.”

Among the many designations Katie has earned, the GRI and CRS are the two she is most proud of. “They are hard to obtain, so those mean the most to me. I’m also really proud of being awarded the 5 Star Customer Service Award through Milwaukee



Magazine six years in a row. That comes straight from our clients so it's always something to feel fabulous about."

Another sense of accomplishment for Katie comes from giving back to her community. "For the last two years we've sponsored Lunches for the Homeless drives. We pick a different organization to work with who will go out and distribute them for us and we invite our current and past clients to help us assemble the lunches," says Katie. "Hunger and homelessness are such troubling issues in our community so it was something that was a great fit for us. It's really rewarding to do it every year."

In the future, Katie looks forward to growing in ways that will benefit her existing clients. "I have no interest in becoming a huge company. My goal is to always give really excellent service to the customers we already have. So, branching out into different areas such as property or estate management is much more appealing to me than just growing in numbers," Katie says. "There's something to be said about the little guy who can serve in big ways."



Katie O'Keefe

Dream Realty, LLC | Franklin, WI

414.899.5009 | katie@dream-realtors.com | dream-realtors.com