



When REALTOR® Dave Strassman decided to get into real estate five years ago, it wasn't an overnight decision. In fact, it was something he'd been thinking about doing for a long time. "I had been buying and selling houses for more than 10 years, and the whole time I always found my own properties, the agents never seemed to find them," he recalls. "So I finally decided to get my real estate license in 2011."

Since then Dave has gone about growing his business strategically. He initially worked with Century

21, then moved to a start-up agency where he had a 10+ million-dollar first year. That success propelled him to open his own agency, Riverbend Realty Group, in September of 2016. "A client came to me with a building they wanted to sell and suggested I buy it, so I did!"

Dave finds a majority of his business happens in Eau Claire, Chippewa and Buffalo Counties, with an eclectic mix of transaction types, including many land deals and rural properties. "Many people want to get out into the country and I can help them with that," Dave says. "A lot of agents don't understand wells, septic systems and other unique aspects of rural properties. I do, so I'm able to help rural property buyers and sellers as well as traditional residential clients."

The ability to educate his buyers and sellers on what to expect as they go through the transaction is one of the many reasons clients choose to work with Dave. Whether it's helping them prepare for an inspection or walking through hypothetical, "what if" scenarios to get ready for what's next, Dave never leaves his clients wondering where they stand. "A lot of people can give you an example of a bad experience they've had with real estate, but I believe if you just treat everyone the way you want to be treated, it makes everything a heck of a lot of easier," Dave says. "Patience and explaining things in detail go a long way toward giving clients peace of mind."

Dave learned early on in his real estate career that a successful transaction means making sure all the details are covered and nothing gets overlooked. "From day one it was taught to me to do things the right way, rather than doing them quickly just to get them over with," Dave explains. "You have to get it right from the beginning and not leave loopholes in contracts that can come back and be a problem later. When you do things correctly, you're going to protect yourself and your client the best you can."

Other agents often ask Dave how he's achieved his level of success in a relatively short amount of time. Many think there must be some secret he's keeping to himself, but in reality, it's about getting back to basics. "It's really so simple," he says. "It comes down to treating people how you want to be treated. I work hard for all my clients. I will rush out the door as quickly to show a \$50,000 house as I will a \$300,00 house."

Although Riverbend Realty Group is in its early stages, Dave is never one to be content with the status quo and already knows how he would like it to grow. "We want to grow for quality, not quantity," he says. "Slowly bringing on good, experienced agents will be one of the keys to our success."



Dave Strassman

Riverbend Realty Group | Eau Claire, WI

715.456.1500 | [dave@riverbendrg.com](mailto:dave@riverbendrg.com) | [www.riverbendrg.com](http://www.riverbendrg.com)