



When John and Lindsay Reuter bought their last home, the experience wasn't exactly seamless. However, that experience ultimately had a silver lining. "I realized that I wanted to give buyers and sellers a better experience than I had. I wanted to give them the truth, and I wanted them to have someone who they would know was always looking out for their best interests," he says. Soon after, John, a U.S. Air Force Veteran, earned his real estate license, and began the hard work of building his own business.

Focusing on Dane County, together John and Lindsay work with both buyers and sellers, in all price points. Their goal with each new client, regardless of budget is to make the experience fun, easy, and stress-free. "Buying or selling a home should be fun. This is an exciting time. We want them to enjoy the experience," he says. In effort to make sure this goal is accomplished, they insist on treating each client like family. "We want each client to feel like they are our only client. We want them to know that we're always going to be working hard for them, 100% of the time."

John credits his Air Force Core Values of integrity, service before self, and excellence in all he does with keeping him focused on his main objective of helping others. "Commissions are not why I am in real estate. Anyone who gets into real estate with money as a motivation won't get very far. You have to have a true passion for helping others, and our team does," he says.

His track record certainly stands as testament to his commitment to excellence, integrity and service. After his first full year in business in 2014, he'd already made the top 20% of agents in his market. By 2016, the Reuter Team moved up to be amongst the top 8%. Likewise, John has been named a Top Regional Producer for his

company. Yet even though the recognition is flattering, nothing compares to the personal rewards he receives from doing good work for his clients.

"I love being able to call my clients — or even better, see them in person — and tell them they've got an accepted offer. They are so excited. I've seen clients actually jumping up and down. That's an amazing feeling. Closing day is also great, but I love that initial excitement," he says. Similarly, handwritten postcards, letters, or cards that clients often send after the close of the transaction mean the world to him. "You know you've done something right when someone takes the time to write you a letter and mail it to you."

As a team, John and Lindsay are doing a lot more than just something right. They work tirelessly to make the lives of others better in numerous ways. They are fiercely dedicated to service, with a particular emphasis on veteran's outreach programs. "We work to educate veterans about the various financial, educational, and housing resources available to them. We speak at colleges, and attend seminars to help with outreach," John explains.

In addition, John signed up with the Homes for Heroes Program his very first year as an agent. "This program benefits true heroes, including police officers, firefighters, healthcare workers, teachers and veterans," he says. To date, the Reuter Team has helped these everyday heroes to save more than \$173,000 on home purchases. In addition, 5% of John's commissions are donated to charities helping heroes in need. This has amounted to more than \$30,000, earning John the status of being a Top Homes for Heroes Affiliate for Wisconsin for the past two years.

With an incredibly bright future ahead of them, John and Lindsay are looking forward to continuing to help buyers and sellers to have fun, and enjoy a stress-free sale or purchase experience. But they are also looking forward to helping others to grow their businesses as well. "We've added three agents to our team, and we plan to add more. We want to share our success with others, and we are excited to help others grow as we grow."

John Reuter

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