



“My day tends to start at 6 am studying my markets,” says Rochelle Ford, top producing REALTOR® and Broker at Wisconsin Special Properties in Princeton, Wisconsin. Though her day starts early, knowing the markets inside and out is integral to providing premium service. It is also one of the reasons Wisconsin Special Properties stands as a beacon of the most educated and experienced real estate teams in Green Lake County.

Rochelle’s dedication to ongoing education, coupled with a steadfast commitment to “putting clients first, through listening to their needs and wants,” has secured her team a position as the real estate company of choice for so many. “We work with buyers, sellers and investors to purchase or sell every type of property imaginable including: commercial properties, residential homes, short sales, and foreclosures,” Rochelle says. Moreover, her award-winning team of REALTORS® has extensive experience in waterfront development, luxury high-end homes, mobile home parks, and VA homes.

The driving force behind Rochelle’s lead-by-example work ethic is rooted in an enduring passion for real estate, which began when she was just five years old. “My father was a renowned carpenter in the Mackinaw, Michigan area. We spent our summers buying houses, which maybe should have been condemned, taking them apart and repurposing every item imaginable, turning them into magnificent homes,” she says.

From that time on, Rochelle was enthralled with real estate. By 19, she had purchased her first home and over the next few years, she continued buying and selling her own investments. Soon enough, she made the decision to earn her broker’s license. “I chose to open my own company and focus on treating each client as if they were my own family member,” she says.

That was in 2006, and since then, Rochelle has worked relentlessly to build a team of the most professional, service-driven, and informed agents in the area. “We have the

experience clients are looking for, a track record of successful closings and projects. We have proven expertise in agile development processes. At the same time, we have developed very strong communication skills, utilizing search engine optimization and internet marketing,” she says.

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“Marketing in today’s society is much different than it was 20 years ago — it changes daily with YouTube, Twitter, Pinterest and Facebook, just to name a few,” Rochelle says. Rest assured, her team has embraced all avenues for marketing exposure, and spares no expense in showcasing properties in the most sophisticated ways possible. “I love the new drone presentations we offer in the industry,” Rochelle adds.

All efforts that Rochelle and her team put forth are truly a byproduct of a sincere desire to provide each client with unmatched service, experience, education, and professionalism. “We are so grateful to our clients. After all, they are our boss and they are paying for the food on our tables. We do not take them for granted.”

To that end, “We take great pride in building relationships and securing excellent negotiations which result in the best interests of all involved. We care deeply about what our clients say about us because in the end it is not about a sale; it is about the solid referrals from our clients.” Her team’s efforts are clearly paying off as Wisconsin Special Properties counts an impressive 75% of its business from referrals.

As far as the future is concerned for Rochelle and her ever growing team, which now also includes her daughter, the sky is the limit. “The saying ‘Choose a job you love, and you will never have to work a day in your life,’ rings so true for me,” says Rochelle. “We love the daily challenges. We love thinking and performing outside of the box, and most importantly we love to inspire others to believe in themselves, and to achieve their goals.”

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