

# TOP AGENT

MAGAZINE



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From chiropractor to business management to real estate agent may not be a straight path, but for Bruce Wertz, it's the path that worked. His wife introduced him to the real estate world, and it sounded like fun. He did a little research, and got more interested. He really never gave it much thought prior, but in 2004, he secured his first license. Now, it's the career he's held onto the longest, and he has no plans to ever change it.

Real estate can be a stressful job, but Bruce enjoys it immensely. He feels he's a dying breed as a solo agent, handling every step of the transaction himself. There are the benefits of working at a hybrid brokerage, where he gets leads and has a symbiotic relationship with 4-5 other agents, but in the end, he keeps himself very busy with all of the admin work as well as the field interactions

by himself. The brokerage prides itself on being driven by referrals, with over 90% of Bruce's client base coming in by word of mouth. They have very little online presence trying to bring in new business – they don't need it.

Bruce really cares about the people he works with. It's never been just a job, never just





something to make a paycheck. Whether it's someone with a new listing or a first-time buyer, his goal is always to help the person, not sell a house. If he feels for some reason a house is not the perfect fit for a client, he's more likely to talk them out of it than talk them in to it. He knows that he'll run into them at the supermarket or at the huge Christmas party the brokerage holds, and he wants to be able to greet them with smiles, not regrets.

He's been building an online presence through social media and a website, because that's where the business is now. It's no longer the mailers that worked decades ago, but creating a strong social media marketing campaign for a property. Making a property look its best online is the key to bringing in the best buyers. It's a shift in strategy for a shifting market, and keeping on top of those changes lands him around 30 transactions a year, with his eyes on \$15 million in closings for 2023.

After 18 years in the business, new things still come up every day, and that's part of what Bruce loves about the business. It's never sterile or stagnant and if someone in real estate gets caught in a rut, they're doing something wrong. He's looking to bring a few other agents into a team now, as driving 20,000 miles a year is starting to get a little old. He wants to remain an active part of the business, but pass some of the daily footwork activities on. Sure, sometimes the business is stressful, but sometimes it's not. While he loves being able to set his own hours, he also loves being there when needed for any client whenever they need help.



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