

### KAREN BLOCK

Karen Block is a self proclaimed “accidental” REALTOR®. Karen got started in real estate in 2007 after moving from the Logan Square neighborhood of Chicago to the Bay View area of Milwaukee. While selling her home, her REALTOR® enticed her to change her career and join real estate. Fifteen years later, Karen has built 100% of her business on repeat customers and referrals from past clients, friends and family. As a solo agent with a transaction coordinator, Karen serves the Milwaukee metro area which is known for its great schools, proximity to Lake Michigan, and big industry. Karen conducts the majority of her business in Bay View and the South Shore, which hosts multiple fine dining restaurants, gift shops and organic grocery stores. “Milwaukee and Bay View are a perfect fit for me and I love helping clients find a home they love in their desired community.”



Karen’s experience and knowledge of the area means she can find you the right pricing and the latest listings. Not relying on online advertising; her integrity, honesty and quick response time are just a few attributes that keep her clients coming back. She prefers old school methods that are tried and tested and likes to keep in touch with phone calls, text messaging and social media. “Social media is a great way to stay in touch. It does drive business but not in a way one might think.” Staying in touch on social platforms helps bring her referral business without having to actually spend on clicks.

When marketing a listing, Karen uses traditional methods like feeding it through the MLS to 3rd party sites. As a former photographer, professional photography and video tours are key. Coupled with client engagement, she is able to market by having sellers post on

their own social media pages. Karen also leverages her REALTOR® peer groups and pushes her listings to agents that have buyers. All in all, this accounts for approximately \$6M in transactional volume without having to spend a cent on advertising.

Working with a wide range of people, from first time home buyers to investors and everything in between, Karen enjoys connecting and helping them build their personal wealth in real estate. “I’m a people person and this is a people business. Selling real estate is a byproduct of that.” Helping families achieve their lifestyle goals (whether that be downsizing or upsizing) is her “modus operandi”. In her community she participates in the Bay View Neighborhood Association that hosts various community events like a concert series called “Chill on the Hill”. She also volunteers at local senior centers to assist senior citizens. As a proud member of the LGBT community, Karen is also a member of The Wisconsin LGBT Chamber of Commerce and sponsors many of their events.

When not working, Karen enjoys long walks by the lake with her lovable dog. She has also been lucky enough to attend some outdoor concerts recently at newly reopened venues. Karen also likes to spend her free time admiring art, attending plays and bike riding. In the future, Karen plans on sticking to what has worked for her throughout her many years in the business. She has found her lane as a solo agent and is the captain of her ship. “A few years ago I was at a bigger company and thought I wanted to build a team.” Her intention remains the same; to provide exceptional, boutique style real estate services through the home buying and selling process in Metro Milwaukee.



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