

TOP AGENT

MAGAZINE

KAREN
BLOCK



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KAREN BLOCK — HELPING MILWAUKEE SELLERS SHINE THROUGH CREATIVITY, CARE, AND CONNECTION



Karen Block's path into real estate began with her own move from Chicago to Milwaukee. During the process of selling her home in Chicago and purchasing a new home in Milwaukee, she realized that her creative thinking and natural problem-solving skills could be a meaningful asset to others navigating their own real estate goals. That experience helped open the door to a career where she could guide people through major transitions with care, perspective, and personal attention.

Now 18 years into the business, Karen works as a solo agent serving the Metro Milwaukee area and Southeast Wisconsin. She loves the people and the lifestyle the region offers, and that appreciation comes through in the way she works with clients. Whether someone is relocating, moving within the area, buying their first home, or preparing for a new chapter, Karen brings local knowledge and a client-focused approach to every step of the process.

Karen has built a listing-focused business, using her creative background to help clients prepare

their homes to attract the strongest buyer interest and achieve the best possible outcome. She understands that presentation matters, and she helps sellers think through the details that can make a home stand out. Her tools include staging, cleaning recommendations, professional photography, creative property descriptions, and thoughtful marketing designed to highlight each home's best features.



To market listings, Karen uses social media, the MLS, her website, KarenBlock.com, and other exposure tools that help connect properties with the right buyers. Her approach is straight-forward and relationship-driven, combining practical visibility with a personal brand built on trust and consistency. She understands that every home and every client is different, so she works to create a plan that supports each seller's goals while keeping the process organized and clear.

Staying connected with past clients is a priority for Karen. She describes herself as “old school” in the best way, reaching out personally while also using emails, text messages, social media, and messaging to maintain relationships. That personal connection has remained one of the most important parts of her business. Looking back, she would absolutely continue staying in touch with clients on a personal level, while also becoming more active with her CRM earlier in her career.

Karen's commitment to community is also an important part of who she is. She supports the LGBT community and the Bay View Neighborhood Association, reflecting her care for the people and neighborhoods that make Southeast Wisconsin feel like home. For Karen, real estate is deeply connected to community, and being involved allows her to continue supporting the area beyond the transaction.

Karen is grateful to the brokers she has worked with along the way, especially her current broker at Lannon Stone Realty, for believing in her and giving her the tools to be successful. She is also thankful to her current and past clients for trusting her to guide them along their real estate journeys. With a career grounded in creativity, personal connection, and a love for Southeast Wisconsin, Karen continues to help clients move forward with confidence.



Visit Karen at karenblock.com;
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or linkedin.com/in/karenblock2