



## BRUCE GLAZER

*Broker, @properties  
Founder, The Bruce Glazer Group*

Since day one of his career, Bruce Glazer, a real estate broker with @properties, set an ambitious goal for himself: to reach the top 1 percent of brokers in the Chicago Association of Realtors. Six years later, after much goal setting, aggressively marketing the old-fashioned way and a pioneer of online lead generation, Glazer finally hit it. "2017 marked my biggest year in real estate, selling nearly \$30 million in volume," he says. "In addition, I started the Bruce Glazer Group, growing from an individual broker to a team." Bringing on a buyer's broker and an assistant helped him nearly double both his annual sales volume and number of transactions closed.

"It's important to be yourself and make sure you give the clientele the communication they deserve," he says. "I am on time and typically able to accommodate showings on short notice."

Glazer serves first-time to luxury home buyers and sellers, as well as investors throughout Chicagoland. Last year, he put under contract the largest transaction of his career, a \$6.3 million deal that required a lot of communication and patience among attorneys, brokers, developers, the purchaser and seller. "Unlike a typical transaction, where there is only a buyer and seller involved, this one had three parties – a purchaser, a seller and a developer – making it complicated," he says. "Needless to say, we got through it and the buyers are on their way to their new dream home."

The accolades keep coming. Crain's Custom Media has named him among its Most Influential Brokers of 2018. His secret to success is timeliness. "Real estate transactions are very emotional as it is," he says. "Getting back to your client or their lender or attorney quickly can make all the difference. In addition, when a prospect sends you an inquiry, getting back super quick is the key."

Glazer supports The Jewish United Fund and is also an avid golfer. "I joined a private club in Chicago two years ago, and it has allowed me to meet a ton of people while playing the game I love," he says. "I am definitely ready for this summer."