

## TOP LUXURY REAL ESTATE INDUSTRY LEADERS

### Bruce Glazer

@PROPERTIES  
LUXURY REAL ESTATE BROKER

Bruce Glazer is a one-man real estate show and he wouldn't have it any other way. The top-performing broker lives by a mantra of ultra-responsiveness and service that lasts far beyond handing over the keys.

"If you hire me, you get me. I'm 24/7, which is important. On big teams, people often meet with the lead and get handed to an associate. My availability is something my clients have always appreciated."

The other key tenet of Glazer's business is to build lasting relationships. "I always say the closing is just the beginning. If there's anything people need, I've got a guy for it."

Glazer works with clients of all stages and income levels, from first-time homebuyers to high end luxury home seekers. That wide network has served him well especially during the pandemic, when communication and keeping people calm were key.

"What got me through it was keeping in touch with current clients and sellers," he says. "We assured them we were still able to sell and show in Chicago and that we were taking all the necessary protocols."

Glazer says he loves being a city agent, from the South Loop all the way to the burbs. He remains optimistic about the city, even as 2020 saw a lot of buyers accelerate a move to the suburbs. "I see a resurgence when the city reopens. Buyers who need more space will find good deals. Low interest rates have made homes more affordable than ever before."

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