

## BRUCE GLAZER

*Broker*

*@properties*

The idea of a desk job, or even working for someone else, was out of the question for Bruce Glazer. Real estate was his first job out of college and an absolutely perfect fit for him.

Glazer, a broker with @properties, works with many first-time homebuyers and sellers, as well as high-end luxury buyers in downtown Chicago. Last year was the busiest year to date in his seven-year career. He was happy to achieve his goal of selling more than \$35 million in volume with more than 50 units sold, but he's especially proud that it was a goal he hit all on his own. "There are whole teams out there that do not sell that much," he says.

In the past year, he closed two of the biggest transactions of his career. Both of the properties were located at 9 W. Walton: One unit sold for \$6.5 million, and the other unit went for \$4.8 million. "Both were complicated transactions, but I was able to seal the deal," he says.

A member of both the National Association of Realtors and the Chicago Association of Realtors, Glazer was named one of Crain Custom Media's 2019 Notable Real Estate Brokers, Men's Book's 2018 Real Estate Visionaries and CS magazine's 2018 Chicago Power Players.

Glazer attributes much of his success to his online marketing strategy, but in testimonials, clients also compliment him on returning their calls in a timely manner. "Real estate transactions are very emotional as it is," he says. "When a prospect sends you an inquiry, getting back to them super-quickly is key. In the transaction, returning the calls of your client or their lender or attorney promptly can make all the difference." Clients praise Glazer's ability to effectively communicate with all parties involved in a transaction, a valuable skill that helps keep buyers and sellers calm during the ups and downs of the process.

In his free time, Glazer loves to play golf and watch others compete at the sport. "If I'm not out with clients in the summertime, you can find me on the links," he says.

