

MILWAUKEE

REAL PRODUCERS[®]

CONNECTING. INSPIRING.

RISING STAR:

MELISSA MARRY

SPONSOR SPOTLIGHT:

JARED GUESS



TOP PRODUCER:

**SARA
DREYER**

FEBRUARY 2020

►► top producer

By Anne Matteucci
Photos by Cam Langendorf

SARA DREYER:

KELLER WILLIAMS REALTY



MENTORING SARA

After 25 years in the business, Sara Dreyer knows real estate — and she has the credentials to prove it.

She's a member of the National Association of REALTORS®, has a career volume of \$435 million and has helped over 1,850 families move. A notable REALTOR® in her field, Sara's received the Floyd Wickman 10/100 Award, a RE/MAX Lifetime Achievement Award, and was also named Top 1% in Wisconsin and Nationwide.

After graduating from Wichita State University, Sara was working in cardiac rehabilitation and helping people get back in shape after having suffered a heart attack or having open-heart surgery.

So, exactly how does a bachelor's degree in exercise science with a minor in marketing lead to a career in real estate?

When she relocated to Wisconsin in 1991, Sara found herself over-educated for the position she took at Milwaukee's St. Joseph's Hospital in the Cardiac Diagnostic Unit.

And she just knew that something was missing. "I'm a person that likes to reap benefits based on how hard I work versus being limited by an hourly pay rate," she said. "I liked the idea of running my own business, and being young, real estate was a business that I could go into without needing a ton of upfront capital."

...





•••

So, Sara began her real estate journey in 1994. Her significant other at the time owned a duplex and they were considering purchasing more, so Sara started teaching herself more about real estate.

“I attended a seminar on becoming a REALTOR® and met a top agent, Esther VanLare, who encouraged me to get my license and start a new career,” she said. “I was fortunate to have her as a mentor those first few years as she not only had a wealth of experience and sold a lot of homes but also had an amazing work ethic and high integrity.”

GROWING UP AND MOVING OUT

Growing up in northern Michigan, Sara was involved in 4-H and brought many of her projects to the Otsego County Fair every year. An avid animal lover, she also excelled at training and showing horses. But when she entered her teenage years, her life was shaken up a bit.

“My parents divorced when I was 13 and my mom went back to school to finish her degree, and once she graduated, we had to move for her job opportunities,” she said. “I lived in a

number of different states and attended four different high schools, graduating in three years.”

And while her home life changed, her love of horses never wavered. Sara took one year off after graduating high school and worked for a large ranch in Texas where she trained horses. “I really enjoyed that experience,” she said. “My mom ultimately landed in Kansas managing a nursing home facility, so after that, it made sense for me to go to Wichita State University.”

While in college, Sara was on the rowing team and when graduation was on the horizon in 1990, she stumbled upon a Tony Robbins infomercial that stuck with her. “So much of what he was saying appealed to me and aligned with the thoughts of ‘You can be, do, have, accomplish, and give anything you want’ if you are willing to work hard enough, understand how your mind works, and never give up,” she said.

Sara did an internship at a heart institute near Palm Springs, California and they ended up hiring her after graduation. “Southern California was beautiful and the weather was amazing,” she said. “I had a great small group of friends and enjoyed a lot of healthy activities outside work like mountain biking, bodybuilding, and hiking. I have very fond memories of that time of my life.”

Ultimately, Sara is grateful for her childhood and all of the things she had to overcome.

“I think all the moving around after my parent’s divorce was difficult at the time, but ultimately benefited me by teaching me how to meet people quickly, get used to being uncomfortable in new situations, and learning from my mom that if you work hard through adversities and trust in God, that you will come out on the other side a better, stronger person,” she said. “My dad always said ‘This too shall pass’ and I just kept telling myself that and took it one day at a time.”

INVESTING IN HER FUTURE

Today, Sara finds herself passionate about investing in a budding Keller Williams location in Germantown.

“It’s taking my business acumen to a new level and I’m learning so much about the Keller Williams business model,” she said. “One of open financial books, profit-sharing with its agents, and the mission of ‘teaching agents to build careers worth having, businesses worth owning, lives worth living, experiences worth giving, and legacies worth leaving.’”

Owning her business has been rewarding and has also allowed her to provide for her family. “Having a successful real estate business has allowed me, along with my husband, to provide for our family and for our daughters’ education and in charitable giving,” she said. “It’s also allowed me to provide careers for my administrative assistants and the ability to help my sales agents reach new heights in their own careers and income.”

A TRUE SUCCESS

Sara defines success simply: committing oneself to excellence. “Knowing that on any given day, I gave my best effort that I felt was possible for where I was at that moment in my life,” she said. “I mean, what else can we truly ask for?”

Speaking of family, Sara and her husband, Tony, have two daughters,

Grace and Carly. “Tony was raised on a farm in North Dakota and has all those great farm values of hard work and putting family first,” she said. “Both of our daughters are, or have, attended Catholic schools. Grace is a freshman in college at Lake Forest College in Illinois and Carly is a junior at DSHA. Both are extremely bright and creative.”

Their family also includes two horses, two dogs, four chickens, and two barn cats. Together, Sara and her family are active members of St. Kilian Catholic Church in Hartford. They make charitable contributions to Cross Catholic International Relief Services and also to the Divine Savior Holy Angels, which is an all-girls Catholic high school.

In addition to family time, Sara enjoys horseback riding, hiking, and just being outdoors in general. In fact, something many might not know about Sara is that in her next life, she hopes to be a park ranger in a remote area of a national park and live off the grid!

LIVE AND LEARN

When it comes to learning from her own mistakes, one tip comes straight to her mind. “Don’t try to do this alone and don’t feel you have to recreate the wheel every day,” she said. “The best advice I ever acted on was from national real estate trainer Floyd Wickman, who preached about having a mentor group.”

Sara was fortunate enough to be part of a mentor group of agents that committed to meeting monthly in an effort to share ideas on how to take their businesses to the next level.

“People like Pat Tasker, Laura Kruschka, Sue Derby, Beth Jaworski, Carolyn Ingham, Ann Liebecki, Pat Schmidt, and others were all part of this group that I will forever be thankful for,” she said. “This wasn’t a ‘sit around and drink wine group’ — though there was plenty of wine — these were focused discussions on what our business struggles and successes were, where we saw the industry heading, and how could we affect positive change in our businesses”

Despite being an expert in her field, Sara knows there’s always more to learn. “I did not get to my current level of success in real estate by myself

and I still have a long way to go,” she said. “Each of the three brokerages I have been blessed to have been associated with — Shorewest REALTORS®, RE/MAX Realty 100, and now Keller Williams Realty — gave me different levels of support. There were opportunities and business models that I needed at different stages of my real estate journey.”

At the end of the day, Sara wants to be remembered as someone who was always willing to help others who tried to help themselves, someone willing to turn around and help the next person up the mountain, and as someone willing to take the time to share the secret of her success.

In fact, she’d recommend a few things necessary to make steady progress in your personal and professional lives. “Join or form a mentor group, get a morning routine down [read *The Miracle Morning*], pray, and remember we are all in this together,” she said. “So be nice and be happy!”

