

TOP AGENT MAGAZINE

MARY F. RUFLEDT



After being recruited into the business back in 1997, Mary Ruffedt completed several successful stints at area agencies, forging her skills, cultivating relationships, and earning firsthand experience in the world of real estate. Since then, Mary has built her own thriving business and recently completed two record-breaking years, the best yet in her career. As the

owner and broker of her own office, Elite Realty Group, Mary has founded an enterprise bound by a commitment to considered client care and results-driven execution—a winning combination that has put her and her team on the map.

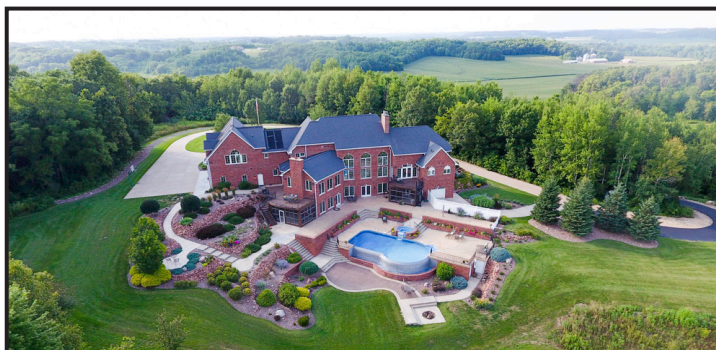
Primarily serving the area of northwestern Wisconsin, Mary is licensed in both her home state and in Minnesota. At Elite Realty Group, Mary oversees a capable and tightknit team that includes another full-time agent, a marketing expert, a researcher, and an administrative professional. There, Mary and her team work together to bring in a sizeable market share, manning the office six days a week and staying constantly accessible for their clients' benefit. With a robust rate of repeat and referral clients, Mary and her team provide memorable service that guide those they work with to their goals, whether as buyers, sellers, or commercial clients. What's more, Mary has built a dependable network of likeminded professionals to better facilitate the transactional process. "Between our office and the lenders and title companies we've developed strong relationships, we have a really strong team," Mary recounts. "Our professional network knows how to keep their promises and stay in constant contact, always going above and beyond the criteria of our work."

To mount her marketing efforts, Mary combines traditional, tried-and-true techniques with a modern twist. From direct mailers, custom print work, and mining her database for potential leads, to digital marketing, using online listing portals, and social media—

Mary and her team ensure that every property they're responsible for receives maximum exposure, both in print and online. She also incorporates professional photography, staging, drone videos, and 3D tours so that each listing makes the ideal first impression, astutely recognizing that modern homebuyers first encounter potential homes online. Perhaps one of Mary's most distinct attributes is her extensive experience rehabbing and reselling homes, a skill that serves her clients' needs as well. For clients aiming to sell but unable to afford the repairs and renovations necessary to successfully list their home, Mary offers a special investment option, fronting the cost of repairs and updates for reimbursement after the home is bought—a win-win opportunity indicative of Mary's faith and fondness for the individuals and families at the heart of every transaction. "The people I'm able to work with are my favorite part about what I do," Mary reflects. "Working with my clients as a team to help them achieve their goals is completely rewarding."

Positioning her spirit of service toward her community, Mary and her team take part in a variety of charitable efforts, including portioning a segment of every transaction to be collected for a giving fund, allotted to a charity annually. Mary is also an avid supporter of the local Boys & Girls Club and contributes to the local Youth Association of Hockey and Bloomer Girls Association of Basketball. In addition, she also contributes her resources and efforts to Feed My People, awareness-raising races to benefit worthy causes, and to Camp Manitou, a YMCA summer escape for kids and their families. In her free hours, Mary is an active jogger and enjoys the occasional half-marathon or 10k.

Looking ahead, Mary has aspirations to continue her business's swift growth, with hopes to expand her imprint in the commercial and new construction realms of real estate. With two decades of experience already under her belt—along with a proven ability to deliver results and provide personalized client care—the future ahead is bound to be busy and bright for Mary Ruffedt and her team at Elite Realty Group.



To learn more about Mary Ruffedt visit EliteRealty-Wisconsin.com,
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