

TOP AGENT MAGAZINE

MARY F. RUFLEDT

Mary Ruffedt got her start in the business back in 1997, recruited from a successful role as a retail buyer and manager. More than two decades later, she has carved out a sterling reputation for professionalism, round-the-clock service, and extensive industry expertise. Today, she spearheads her work solo as a Broker/Owner of Elite Realty Group, LLC, bringing the very best in real estate expertise to northwest Wisconsin.

Mary's professional offerings run the gamut, and her knowledge of the industry extends to home sales, development, building, subdividing land, commercial property, and more. Clients turn to her time and again for her diverse skillset and proven ability to deliver. In fact, 90% of Mary's business is driven by repeat and referral clientele—the surest testament of a job well done. For her part, Mary takes her role seriously, understanding the magnitude of buying or selling property. "Helping people, that's why I love this job. I don't treat it like it's a hobby," she says. "Real estate is all about honesty and timing, and you invest in your clients before all else." When it comes to staying connected with her vast network, Mary remains top-of-mind through systematic e-mail campaigns, and by asking for feedback after each transaction. Her commitment to self-improvement and continuous learning is another hallmark of her day-to-day work. "There's always something new happening and something to learn," she says. "I really enjoy the diversity of the real estate business."

When it comes to listing properties, Mary first coaches clients on pre-marketing techniques, sometimes enlisting the efforts of a professional stager to ensure each house makes a memorable first impression. Considering her extensive tenure in the industry, she also has access to a host of trusted



vendors—painters, electricians, designers, and professional photographers—capable of transforming a home and earning incisive market results. Likewise, she blends the best of traditional and digital marketing approaches through print campaigns and social media outreach. Each listed property also enjoys optimal visibility across more than a hundred online listing platforms, ensuring that ideal buyers are sourced in short order. Reflecting upon what she enjoys most about her career to date, Mary cites the behind the scenes work that always pays off in the end, and the ever-changing nature of the real estate world. "Anyone who's been doing this for

a long time understands that real estate agents must sacrifice a lot to succeed. It's a demanding job, but it's worth it when you're helping people through one of the most important transactions of their lives," she says. "I do this job because I love it, and every day is different."

To give back to her community, Mary contributes to a variety of local causes, including the Camp Manitou Project for area children. She also supports Giving Tree, the area's Parks and Recreation Department, Warming the Children, Beacon House, and even assists in sponsoring a local youth racecar driver. In her free hours, Mary most enjoys staying active through running, yoga, lifting weights, and spending time with her son and loved ones.

As for the road ahead, Mary has plans to continue growing her business and its wide reach, with hopes to venture further into the realms of construction, land sales, and rehab projects—a favorite endeavor. In the meantime, she'll continue lending her knowledge and two decades of experience to the many aspiring homebuyers and sellers in the community she calls home.



To learn more about Mary F. Ruffedt
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