

ROBERTS

Finding A Better Balance

"I'm not even kidding you; I have alarms on my phone to remind me to eat."

Bre Roberts approaches real estate from a position of intuitiveness. She understands the business and knows there are moments when she needs to pivot. "I'm going to take everything that's going on in the market—any value, any statistic—and put it toward what we're doing. I'm always going to be guiding [my clients] in the correct direction," Bre says. This approach, tied to her can-do attitude, is a winning combo.

"I'm a go-getter, always willing to do whatever to get it done," she says. "I'll figure it out, whether that's in my business or my personal life."

Bre has found that real estate isn't necessarily a business for the faint of heart. "If you want deals to close and they don't happen, it comes down to you to make it happen," she says. "It's way more chaotic. I like it, though, probably because I'm type A. I some - times think—it sounds so bad—but if I have under 14 listings, I

AN INTENSE TRAINING

lt didn't take long for me to realize Bre is the kind of person who likes to be in control of her destiny, which I think has played an important role in her career path. Although, when she first started her professional life, it looked a lot different

"I went to ASU and pursued a double major with exercise science and business. Coming out of college, I went the professional athlete training route," she says

"I basically did really well in college to get the job that I wanted." But after Bre achieved the dream of training professional athletes for the NFL, professional hockey, basketball, baseball, and everything in between, she realized it wasn't all it was cracked up to be. "I came to find out your pay gets capped there, your hours are absolutely insane, and really, so many people want to train professional athletes."

Every athlete she trained had a specific regimen she needed to adhere to, and oftentimes, the warm-up session leading up to the training could take upward of 45 minutes. "It was changing every single day," she tells me. "Before training every athlete, you would have to know your weekly program, what they were doing, did they have any injuries." On top of all this, Bre had to stay on top of certifications. At one point, she had eight certifications outside the company she worked for. And really, this was all time in the day that was outside of her control.

TEENAGE TRAGEDY

When Bre was 15, her mom passed away, seemingly out of nowhere. "It's not like she had cancer and thought she was going to die—no, it was a really sudden death," she says. "That's what pitted me into taking care of myself, working hard."

When asked about the cause of death, Bre still isn't sure. "I don't think they know what she died from, to be honest with you," she says. There were theories, but she didn't think any of them added up. One thing is certain: this untimely tragedy put Bre on the path she's on today.

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Along with diving into a health-centric mindset, her mom's professional struggles also pushed Bre to where she is in her own career. After her parents split up, her mom found herself re-entering the workforce. "Going back into the business world as a female and not having any work history for what, 17 years or something crazy like that—it's not easy. Since I was the youngest, I got to see the struggle of everything. I got a chip on my shoulder about it. I wanted to make my own money and be my own person. That's what motivated me, which is probably why I'm super type A."

This need to call her own shots makes Bre an absolute stunner when it comes to her job.

FINDING A BETTER BALANCE

The difference Bre sees between the intense routine of training











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professional athletes and real estate's schedule is simply her position within them. Training athletes was very regimented. "You go in super early in the morning, you have a set program, you know who's coming in, and you know what's happening," she says. "In real estate, it's very go, go, go. It's very reactive." But it's Bre who gets to control her reaction.

She admits real estate isn't complete chaos. "With 72Sold and our system, it's definitely structured with our talking tracks and what we're doing, but I feel like I've gotten to where I am because you can be yourself. You can add your spin to everything and your own touch to it."

In the end, it's a touch of kindness that Bre brings to her deals. "Treat everything with respect, even if it's their only first transaction. All around, be good to everyone." I'd say that's some pretty solid life advice too.