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Lauren Rockel

An Authentic Approach to Real Estate

When Lauren Rockel decided to start her real estate career seven years ago, she had hoped that her new job would be a good fit for her. Her worries were unnecessary, however, because she quickly discovered how much she enjoyed being an agent and interacting with people from all walks of life. “Going through old homes, playing detective to find the perfect place on or off the market, getting homes ready to sell through staging — all of it is so fun!” she said. “Every day, I get to go to work with colleagues and clients who have all become my friends.”



Prior to real estate, Lauren worked at Chase Bank for six years. She began as a teller in 2012 before moving onto various other roles within the company until she finally became a private client banker, where she assisted clients with large investable assets. Despite moving up the corporate ladder and earning multiple licenses, Lauren did not find fulfillment in her roles.

In 2017, Lauren was looking to move, which is when she stumbled upon the website for The Blehm Group. One of the agents reached out to Lauren, and with that agent, Lauren bought a new home and sold her old one. The co-owner of The Blehm Group — Jim Blehm — continuously asked her if she was willing to give real estate a try, and after almost a year of his persistence, Lauren decided that she had nothing to lose and signed up to join his team.

“I saw the way Jim and his team worked together, and everyone seemed so happy and fulfilled,” Lauren recalled. “At the time, I didn’t even know how much I would end up loving this career, but I knew it had to be better than what I was doing.”

By September of 2017, Lauren was officially an agent at The Blehm Group - Keller Williams Grand Rapids North. She has since earned top 100 awards from the Greater Regional Alliance of REALTORS® (GRAR), various top agent awards from her office, and social media awards from Keller Williams. She is proud that she has been able to leverage social media to the point where almost all of her business nowadays comes from online platforms. “Facebook is my largest lead gen tool, and I also run a Facebook group that

top producer

By Amanda Matkowski
Photos by Jacob Harr
with harr Creative LLC



kicks out quite a bit of business,” Lauren said. Her social media efforts paid off last year when she obtained over \$19 million in sales.

Aside from social media, Lauren acknowledges that her team has also been instrumental to her success. The Blehm Group consists of six agents, three admins, and two leaders — and they love hanging out together beyond the workplace.

“I am really proud of finding out who I am as a person,” Lauren added. “Becoming authentic was a journey for me. I think a lot of people could benefit from learning about themselves.”

As an agent, Lauren is passionate about helping families that are relocating to West Michigan. It is her personal mission to find the perfect home and community for them in the area so they immediately feel welcomed. She especially loves to tour old houses. “The older and quirkiest, the better!” Lauren said. “I love old-home history and fun facts about real estate!”

When she’s not working, Lauren is often doing outdoor activities such as camping and hiking with her family. She and her wife, Leah, have a 3-year-old son, Cal, as well as two dogs named Matilda and Borgus “Gus” along with a cat named Tucker. Lauren also loves painting with watercolor and has recently started gardening. “I have a large veggie garden in my front yard that is open to our whole neighborhood,” she said.

As Lauren looks to the future, she aspires to be known as someone who has brought joy to others and has been present in their lives. “I hope people remember me for making them happy and for making them feel safe,” she shared.

For new agents in the industry, Lauren suggests that they continue to learn and improve. “Be educated, and align yourself with other people who never stop learning,” she said. Most of all, agents should find ways to be true to themselves. “Don’t try to be like anyone else,” she added. “You will go much further by being totally authentic and will find people who appreciate who you are.”

“Our closeness makes us awesome,” Lauren said. “We are engaged with each other’s goals and truly want each other to succeed professionally — but more than that, personally.”

Lauren is grateful that she can be 100% authentic at her workplace and with how she conducts her business. “In my past job, I was given a book of business. Here, I can create my own,” she said. “I have been authentic out of the gate and have attracted my ideal clients.”

“
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▶▶ agent on the rise

Madison Bradshaw

Turning Dreams Into Keys

Madison Bradshaw is part of the vivacious force behind the success of the Zokoe Team at Five Star Real Estate. With seven years of experience, she is not just an average real estate agent: She is an inspiration and a pillar of her community.

Madison's journey into the realm of real estate began in the summer of 2017 as a mere 20-year-old with a burning passion for homes and a determination to succeed. "I knew from a very young age that I wanted to sell real estate," she said, smiling. "I reached out to Laurie Zokoe, one of the most successful agents in town, and offered my assistance."

Madison's persistence paid off, because she landed a role as an office assistant with Laurie. "I started doing odd jobs around the office and eventually became Laurie's full-time assistant," Madison recalled. She soon earned her real estate license and gradually transitioned into a full-time agent. Amidst the hustle and bustle of her burgeoning career, Madison also juggled



Photo by Kat Sherman

college studies in interior design, a testament to her commitment to her passions.

For Madison, real estate is about forging meaningful connections and helping clients turn their dreams into reality. "I love everything about homes," she said. "I want to help people achieve their goals, find a home for them to make memories, host family and friends, raise a family, and more."

Raised in the heart of Grand Rapids, Madison credits her father for instilling in her a strong work ethic and Laurie Zokoe for her invaluable mentorship. "My father has always been a big influence on my career," Madison explained. "He is in

sales and has such a good reputation in his industry. I have always admired how he treats his colleagues and clients. He is the one who encouraged me to call Laurie and to stay in touch with her. Laurie has taught me to always do the right thing in this business, and good things will follow."

Faith, family, and community form the cornerstone of Madison's life. As an active member of the National Association of REALTORS® (NAR) and a committed volunteer, Madison embodies the spirit of service and compassion.



Photo by Lauryn Borst Photography

“My family is absolutely everything to me,” she said. Madison and her husband, Kyle, have two children — Waylon and Hattie — and they enjoy moments of togetherness. As a family, they love to bake sourdough bread, tend to their garden, and run their roadside pumpkin stand called “Pumpkins on the Ranch.”

In her quest for success, Madison remains grounded, cherishing the simple joys of life and the power of authenticity. She advises up-and-coming agents to show up every day. “Find a successful agent and ask them to mentor you,” Madison shared. “If you fall down, you have to get back up and keep trying.”

Madison envisions a path for her future that is illuminated by possibility and purpose. “Real estate does not have a bar that stops you from achieving more,” she said. “It gives me the knowledge and opportunities to build generational wealth through hard work.”

For Madison, success is measured in the lives she touches, the connections she nurtures, and the legacy she leaves behind. “At the end of the day, what truly gives me a sense of accomplishment is the kind of person who I am,” she said. “Being a high-producing agent is success, but seeing my clients happy and achieving their dreams makes me proud of what I do.”



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LEANN PRATT

A HEART FOR SERVICE



rising star
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Formerly a microbiologist, Leanne Pratt dove into the real estate world in October of 2021. She quickly rose through the ranks, making a significant impact in the industry and her community, and has become a powerhouse at Move Home Realty Group brokered by Bellabay Realty in Caledonia, Michigan.

In a few short years, Leanne has already achieved impressive milestones in her career. She has a career volume of over \$12 million — \$7 million of which was obtained last year. She has also been recognized as a Real Producers Top 500, and in 2023, Leanne was a part of the Top Sales Team in her brokerage.

Leanne's achievements are rooted in a strong foundation of personal and professional values instilled by her parents. "While I was growing up, my parents taught me that everyone is worthy of dignity, respect, and compassion — and that hard work always pays off," she said.

Before embarking on her real estate career, Leanne was traveling down a different path. She earned her degree in microbiology from Michigan State University, and after college, she initially worked in quality control, where she tested raw materials at the Perrigo Company in Allegan. She later transitioned to selling insurance, a period she describes as brief but impactful. "The critical thinking and analytical skills I learned have allowed me to provide exceptional service to my clients," she explained.

Leanne pivoted to real estate during a transformative time in her life in 2020. As a single mother seeking a fulfilling career that would support her and her son, she found inspiration in a friend's passion for real estate. "Her energy and love for the job were truly inspiring," Leanne shared. "I knew I wanted to help people better their lives in a big way."

From the beginning, Leanne committed herself fully to her new career, embracing the challenges and rewards with equal enthusiasm. Her personal network and consistent referrals



are proof of her top-tier service and dedication. "Treating each client with high-level service leads to happy clients who refer their family and friends to me — that's a huge compliment!" she said proudly.

Leanne's approach to real estate is deeply rooted in building relationships and networking. She believes in the power of connections — not just for business growth, but for the betterment of her community. "I am exceptionally focused on networking and in bringing people together," she explained. "Who you know counts. It's all about connecting the best support vendors for my clients and assisting business owners by bringing in clientele," she explained.

Leanne works within a tight-knit team of five agents at Bellabay Realty, and she thrives in an environment where collaboration and mutual support are paramount. "We have a true desire to see each other succeed. When one member wins, we all win!" she said. This team spirit is a rare find in the competitive world of real estate, and it's one of the aspects Leanne cherishes most about her job.

For Leanne, the most rewarding part of her business is helping clients find homes that fulfill their dreams or serve as vehicles for wealth building. “My goals are those of my clients, and when they are happy, I am elated,” she said.

However, a career in real estate is not without its challenges. According to Leanne, combating burnout is a significant hurdle, which she addresses by setting boundaries and making sure that she replenishes her own energy so that she can provide the best service possible.

Leanne envisions a future where she continues to serve clients with integrity, compassion, and professionalism. “Every time I move a client into their new home or provide them with a top-dollar sale, my dreams and goals are being fulfilled,” she shared.

Surround yourself with people who know more than you, don't be afraid to fail, and prepare well.”

Outside of her professional life, Leanne is a devoted wife and mother. She enjoys an active lifestyle with her family — spending time outdoors, traveling, and engaging in sports. She also has a passion for self-improvement, often reading books on business growth and personal development. Her philanthropic efforts include supporting the 4-H program, a cause close to her heart from her own youth.

For aspiring agents, Leanne recommends that they formulate a daily schedule that works for them and to hold themselves accountable. “Surround yourself with people who know more than you, don't be afraid to fail, and prepare well,” she said. “Life is short — live largely and jump with both feet!”



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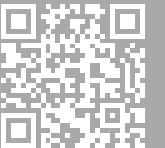
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