

Guiding Homebuyers and Sellers on their Journey



Real Estate Advice

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Article: Profile

Buying or selling a home puts you in the middle of a lot of moving pieces. It can be stressful knowing that one of your largest assets, not to mention your hopes and dreams, is on the line. At such moments in life, it is essential to seek guidance from someone who can steer you around obstacles and point you toward opportunities. So that you may achieve your very own happy ending.

Unique Qualifications

Realtor Kirsten Bauchrowitz, Solid Ground Realty, is uniquely qualified for the job. She has a business degree from Purdue University and a Certificate in Executive Management from the University of Notre Dame's Mendoza College of Business. She honed her skills over 25 years in corporate business working with Fortune 500 companies worldwide. She executed international marketing strategies and was responsible for up to \$26 million in sales. Accountability was a given. Tough negotiating skills were a must. Bauchrowitz achieved success through market research, careful planning and diligent pursuit of her customers' goals. Now, her customers are community members rather than corporations, but she applies the same skills and fervor to help them achieve their goals.

Working on the Local Level

"I love working with people on a local level," said Bauchrowitz who has lived in South Bend, Mishawaka and, most recently, Granger for 25 years. "It may sound cliché, but I feel blessed to be a part of each homeowner's journey," she said. "Whether a professional is being relocated or empty nesters are downsizing, everyone has a different story and different needs. Their goals become my goals, and I'm privileged to be a part of this phase in their life and do everything in my power to make it a smooth transaction and transition."

Not only is she a resident and local business owner, she is a member of the Granger Business Association, the Michiana Gerontology Institute and a board member of Granger Paths. "I believe in giving back to the community and playing an active role," said Bauchrowitz. She also volunteers for the Alzheimer's and Dementia Services of Northern Indiana, the Kroc Center, Habitat for Humanity and WVPE 88.1 (NPR).

Senior Real Estate Specialist

She specializes her business in real estate transactions for seniors. "SRES stands for Senior Real Estate Specialist," she explained. "I am acutely aware of the financial and emotional challenges senior clients face when they sell a long-held family home." She creates a customized approach to marketing and selling each property and has developed a network to help older homeowners downsize including sources for decluttering, selling or donating accumulated possessions and doing deferred home maintenance.

Bauchrowitz understands that every sale or purchase of a home is a unique and very personal experience. She has achieved the Seller Representative Specialist designation, the premier education credential when working with sellers. "My clients place their trust in me," she said. "I take that to heart. I work diligently to sell their property at the best price in the least amount of time and to find each person, each family their perfect home. I don't give up." – *Written by Shannan Miller, Granger Living Magazine, January 2017*

*Kirsten Bauchrowitz has the SRS Seller Representative Specialist & SRES Senior Real Estate Specialist designations. Questions? Cell 574.339.7959
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