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Climbing the work ladder



Arturo Fernandez/Juice

Steve Bruere, 26, Realtor with Peoples Company.

Peoples Company

A real estate firm that specializes in land, commercial and residential brokerage. Steve Bruere joined the company in 2003 and spearheaded their dealyourrown.com Web site, a menu-driven listing program that connects buyers and sellers. Go to peoplescompany.com for more details.

want to go it's hard to get there. Our company sets goals, I set goals, and everyone that is a part of our organization sets goals.

KNOW AND DO WHAT YOU'RE GOOD AT

It's hard to be good at all facets of business. I spend time working on things I'm good at and find ways to partner with people who can make up for my weaknesses.

- [Click here to go back to article](#)

Since graduating from UNI with a degree in marketing, Steve Bruere has sold 5,000 acres of land and helped to expand the number of agents at Peoples Company (where the 26-year-old is the president and CEO) from four to 30. He shared five tips to help young employees move up the ladder and land the job of their dreams.

BE A STUDENT OF THE INDUSTRY

Everyone in our company is an independent contractor. In our business you eat what you kill. The agents in our business who are most successful learn the business themselves and don't rely on someone to spoon feed them the knowledge to be successful.

KNOW. LIKE. TRUST.

That's what our business boils down to. If people know you, like you, and trust you, they will do business with you, simple as that.

BE PATIENT

To be a truly successful person takes time. The real estate agents in our business that are most successful invest a tremendous amount of time building relationships and learning the business. Obviously this takes time and energy and a lot of your success won't come for years down the road.

SET GOALS

We require everyone in our company to prepare annual goals for themselves. Without a roadmap of where you

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