STEVE BRUERE

President

Email: Steve@PeoplesCompany.com
Mobile:
Office: 855.800.LAND

Peoples Company - Cumming
1108 S. 44th Street, Suite 102
Cumming, IA 50061



Steve Bruere is one of the leading experts in agricultural real estate, farmland investment, and farm management. As President of Peoples Company, he has built a nationally recognized firm offering brokerage, management, appraisal, and capital markets services across all major agricultural regions in the U.S. His deep understanding of farmland as an asset class has positioned him as a sought-after voice in the industry, advising institutional investors, wealth managers, and landowners on navigating the evolving agricultural landscape.

Raised in a multigenerational farm family in Iowa, Steve's connection to farmland began early. His firsthand experience working on the farm shaped his belief that agricultural land is more than just an asset; it's a long-term investment that requires strategic management and thoughtful stewardship. In 2004, Steve became President of Peoples Company and began to transform the business from a small-town brokerage into a full-service farmland transaction firm serving the largest landowners and investors in the U.S.

In addition to his leadership of Peoples Company, Steve has played a pivotal role in shaping the industry's most important conversations. In 2008, he founded the Land Investment Expo, an annual forum that has grown into the premier event for farmland investors, policymakers, and industry leaders. To educate the landowner community and provide a resource for agricultural news, Steve founded American Farmland Owner. Both initiatives provide valuable, timely content and insights to farmland stakeholders.

As part of Steve's long-term goal to expand opportunities in the market, Steve has driven innovative ventures to capitalize on a variety of farmland opportunities. To consolidate digital tools, Steve created a proprietary data exploration toolkit, FarmWorth, which powers Peoples Company's mapping, data analytics, and farmland insights. As a member of the executive board, Steve provides leadership, experience, and guidance to Farmland Capital Alliance, a coalition-based organization focused on large-scale U.S. farmland ownership, management, and investment. In 2025, Steve co-founded the International Ag Alliance, a global coalition of premier agricultural land firms focused on streamlining international investment and promoting responsible land management.

Steve's commitment to the future of agricultural land extends beyond investment to sustainability and responsible development. In 2019, just a few miles from his family farm, Steve spearheaded the creation of Middlebrook, Iowa's first Agrihood—an innovative community integrating agriculture with residential living. His leadership in sustainability also extends to his role as a founding member of Leading Harvest, a national organization promoting responsible land stewardship. Throughout his career, Steve has remained a relentless advocate for farmland owners, shaping the industry with his expertise, vision, and commitment to U.S. agriculture.

STEVE BRUERE

President

EDUCATION

University of Northern Iowa, B.A. Marketing, 2003, Cedar Falls, Iowa

MEMBERSHIPS & AFFILIATIONS

- REALTORS® Land Institute
- Iowa Commercial Real Estate Association
- Iowa Association of REALTORS®
- National Association of REALTORS®
- National Auctioneers Association
- American Society of Farm Managers and Rural Appraisers

BOARDS

- President for International Ag Alliance
- Executive Committee Treasurer for the Farmland Capital Alliance
- Iowa Chapter of The Nature Conservancy Board of Trustees
- Chair of Iowa's Soil and Water Future Task Force
- Past President of the Iowa Chapter of the REALTORS® Land Institute
- Advisory Council for UNI Real Estate Program

AWARDS

- REALTORS® Land Institute National Broker of the Year in Cropland Sales Category, 2022
- REALTORS® Land Institute Broker of the Year in Auction Land Sales Category, 2019, 2020, 2021, 2022, 2025
- Iowa REALTORS® Land Institute Award for "Most Acres Sold," 2018, 2019, 2020, 2021, 2022
- National Auctioneers Association "Auction Marketing Campaign of the Year," 2018, 2019, 2020, 2022
- REALTORS® Land Institute APEX Top Twenty Producer Award, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025
- UNI Heritage Honours Young Alumni Award, 2014
- REALTORS® Land Institute Land Broker of the Year, 2013

LICENSES

Arkansas: SA00080953 | Colorado: IA.100095578 | Georgia: 439185 | Illinois: 475173929 | Iowa: S43684000 | Kansas: SP00242717 | Minnesota: 40285814 | Mississippi: S-52145 | Missouri: 2011022778 | Nebraska: 20170640 | North Dakota: 10165 | Ohio: REC.2022000505 | Oregon: 201232246 | South Dakota: 17886 | Washington: 130577

REFERENCES

Terry Lutz, President, McClure Engineering Co.; Chris Sackett, Attorney, Brown Winick Law Firm; Dave Brown, President, IPE 1031 Exchange; John Frandson, Director, Principal Global Investors; Bill Hanigan, Attorney, Davis Brown Law Firm