

AUSTIN

# REAL PRODUCERS.®

INFORMING AND INSPIRING REAL ESTATE AGENTS

## SPONSOR SPOTLIGHT

Independence Title

## TOP AGENT STORIES THIS MONTH

Stephanie Nick

Donna Garel

Lauren Elizabeth Springer

STRÜB RESIDENTIAL'S

## MARK STRÜB – BUILDING A BRAND

DECEMBER 2018

MARK STRÜB

# BUILDING A BRAND

**In October of 2004, Mark Strüb was awarded a Real Estate Salesperson license. A few months later he took his seat at a large table in a small room where a community of people were gathered for a sacred event that he would eventually take part in hundreds more times – but never again quite like this time. The first time. Everyone was there: escrow officer, lender, listing agent, seller, buyer and Mark – the buyer’s agent. The seller was a widowed retiree. She and her husband were the first and only owners of the house that would be transferred to Mark’s first client, a single mother buying her first home. The \$84,000 sale price gave her some butterflies given her limited teacher’s salary, but her pride quieted her nerves.**

Tears were shed.

“That’s what we do,” says Mark. “Buying and selling homes is a big deal. It’s a major life event, and that’s exactly what I love about it.”

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Mark Strüb, Austin Under 40 WINNER, did not grow up in a real estate family. His accomplishments in the industry are organic and self-made. Mark grew up in a working-class neighborhood in the outskirts of suburban Phoenix, AZ. He credits his grandfather with challenging him and inspiring him to find his ambition and drive, but the path to where Mark is today was long and winding. Despite being recognized early in his education as a gifted student and one with sights on being the first college graduate in his entire family tree, Mark dropped out of high school at the tender age of 16. At that same time, he unofficially emancipated himself and headed straight into a life of self-reliance, self-sufficiency and self-actualization that he has never looked back from.

“You could definitely say my road was the one less traveled,” chuckles Mark when talking about his background. But one thing he is very serious about is just what an integral part of his success the city of Austin and the act of moving to it in 2000 played and continues to play in his life. For starters, Mark is über proud to claim his rightful place as a Longhorn following his graduation from the University of Texas at Austin – made possible by a string of highly successful years in the community college system, something near and dear to Mark’s heart and ethos. “I look forward to giving back in a significant way to this extremely important segment of higher education,” Mark pledges.

Another momentous opportunity that Austin presented to Mark was the chance meeting of his wife, Christy, when a casual invitation from a mutual friend caused him to inadvertently crash her 25th birthday party. “She said, ‘Who are you, and where’s my present,’” remembers Mark. That was back in 2010 – a year that would prove to be a complexity of ends, beginnings and renewals for Mark,





and what was then an up-and-coming real estate brand in Austin, STRÜB Residential.

“2010 was the bottom. I mean that for me personally as well as from an Austin real estate perspective,” recalls Mark. “I had suffered a significant amount of personal hardship and loss in the three years prior, plus the market had really just ground to a halt. I was downtrodden and in debt. In a dark place. I can only rationalize Christy’s agreement to go out with me as proof that her 25-year-old brain was still forming,” he beams.

Mark and Christy wed in 2012. In addition to running a successful company together – and anyone that knows STRÜB Residential will tell you that it takes the both of them – they cherish and prioritize their role as parents to their children: 2-year-old

for help – something Mark is never comfortable doing – or refer them to a highly trained, highly capable protégé.

Today, STRÜB’s value proposition is an ability to help each and every person that seeks out Mark’s established and well-documented standard of care. Their vision is to be in scale with the needs of the Austin community that they love so much. Mark likes to say, “We’re not small; we’re exclusive.”

2018 has been a tremendous year for the STRÜB Residential family who is on track to close over \$100 million in sales, with more than \$25 million of that coming directly from Mark’s personal production plus another \$25 million coming from brand-generated opportunities made available to all members of the STRÜB family. In addition to impressive sales production and income



daughter, Rhône; 4-year-old son, Maxim; and Mark’s 13-year-old son, Jack. Their favorite thing to do as a family is travel, travel and more travel – whether it be international or spending ample time in their second home in Northern Colorado.

When Mark founded STRÜB Residential in 2007, he believed he had a clear vision of what he wanted to accomplish and the steps that it would take. He quickly grew to support five agents, and the brand was gaining recognition and momentum. But then banks started closing. Homes stopped selling. We entered the Great Recession. “I didn’t know enough to know how bad things were or would get. Once the reality set in, my self-preservation and self-reliance went to work,” Mark recalls. He credits his survival – staying in the business when two-thirds of Austin agents at the time exited for other jobs and opportunities – with downsizing and being financially disciplined. Mark maintained this strategy even past when the Austin real estate market had enjoyed a full recovery only deciding to grow and recruit more talent to his real estate family when the choice became either to decline requests

numbers, STRÜB was very proud to be recognized for a sixth straight year by the *Austin Business Journal* for Top Producers in addition to being named a 2018 **finalist** for Ethics in Business and Community Award.

Mark and his family also spend time giving back to the community that they love so much and derive a lot of pride from the philanthropic work they do with many Austin charities, including an annual event called FLASHBACK that engages the next generation of Austin philanthropists. The 10th annual FLASHBACK Retro Dance Party will take place on February 22, 2019, at The Parish in downtown Austin.

Mark has no doubt that business in Austin is not slowing down any time soon. “We are still the favorite place to be. We are still a rocket ship – companies are still moving here... I still see a lot of growth still ahead of us, and I can’t imagine we are going to settle down in the next three years,” Mark says about the future market. One thing is for sure: Mark Strüb of STRÜB Residential has become a household name for Realtors in Austin, and STRÜB’s Brand Promise is leading them straight to the top.