

## Katie Falk

Founder/Partner, Falk Ruvin Gallagher Team | Keller Williams  
Rotary Member Since December 2022

Katie Falk, who has her master's degree in education, has reached the echelon of "real estate legend" after more than 40 years of winning awards. She reluctantly reveals that she's in her 70s but has no intention—and shows no signs—of slowing down.

We had a long, meandering conversation over coffee that was jam-packed with words of wisdom, so it seemed best to share our conversation in her own words.

### **Why did you decide to join Rotary?**

I had always been intrigued by Rotary. My father was a member. My brothers were members. I joined Rotary 30 years ago, but the meetings were at the same time when we toured new listings. As a result, I couldn't get to many meetings. [She rejoined in 2022.]

### **When did your professional career start?**

I received my license in 1975 and started working full time in real estate in 1982. I worked with Federated Realty for many years, then I opened my own office and started the Katie Falk Team. Subsequently, we added Rubin and then Molly Gallagher to form the Falk Ruvin Gallagher team about 10 years ago.

We are under the Keller Williams umbrella, which has the best business model in the residential business. The teaching tools are great and so is their staff.



### **And during this time, you raised four children?**

Yes, we had a fun adventure with lots of activities. Katherine, my eldest lives in Aspen and is an intuitive consultant. Sands lives on Vancouver Island and is a carpenter. Mercedes lives on a farm in Western Wisconsin and runs a nonprofit for the migrant workers. She teaches English as a second language and does conflict resolution so that different cultures can work together. She is a shining light, creating a community of understanding in Buffalo County. Michael is in the restaurant business and lives in Milwaukee. I have four grandchildren who are a delight.

Michael's 20-year-old daughter is a freshman at UWM, which is beyond fabulous. Did you know it's rated so highly because of its diversity and community involvement? Sometimes we take things like that for granted when it's in our own city.

**Tell me about some of the community organizations you're involved with.**

I'm on the board of First Tee of Southeastern Wisconsin, which teaches kids the nine core values of life through the game of golf. I am the co-chair of the Kinship capital campaign. We feed 17,000 people every year and run a workforce program to help people secure employment and stability. Food is merely the hook. Our job is to walk with them; not where we want them to go. We're currently operating out of the basement of St. Casimir's Church on the corner of Bremen and Clark.

I am also on the Milwaukee Public Library Foundation Board, part of the Wisconsin Real Estate Committee and on the Wisconsin Golf Hall of Fame selection committee.

**What is something people might be surprised to learn about you?**

I was a competitive golfer and had the privilege of playing with and meeting people from all over the country. I was inducted into the Wisconsin State Golf Hall of Fame in 1993. I played an enormous amount of competitive golf from 1964-2017.

**How do you stay so energized and what motivates you?**

I love to ski and golf and used to bike a lot. Hosting architectural tours of Milwaukee to raise money for charity is one of my favorite activities. Milwaukee from the river is beautiful.

I am energized by being around people. I feel that people don't care how much you know, they just care how much you care. We live in a world that is all about relationships and if we try to learn to understand someone whose needs are different than ours and try to be a positive influence on their journey, it will go a long way.

I think I am much more energetic than most people my age, and that's why I love hanging around with young people.

**Are you ever going to retire?**

No! My whole goal, no matter what I did, whether it was playing competitive golf, working or raising kids was to do it well. I always felt that if I was going to take the time to do something, I wanted to do it well.

I love being involved with my church, Three Holy Women. I love my volunteer work and I love my clients.

**What do you consider your life's greatest accomplishment?**

My four children and grandchildren. I have four grandchildren ages 20, 18, 17 and 13.

**What do you like best about Rotary these days since you've been back?**

The speakers are always fabulous! I always try to find a table of people I don't know and sit down and just start talking.

