

BROWARD

REAL PRODUCERS[®]

CONNECTING. INSPIRING.

Robbi GG
Auerbach

MAY 2023

Robbi

► rock star agent
By Elizabeth McCabe

Auerbach

IS STRIVING
TO BE BETTER
THAN EVER!

LEARNING. IMPROVING. GROWING.

“I strive to be a better person today than I was yesterday, personally and professionally,” says REALTOR® Robbi Auerbach. Her dedication to growing and learning is admirable in an age of hustle and bustle.

From Advertising to Consulting to Marketing Properties

Born and raised in South Florida, Robbi grew up in Davie and Plantation with a happy childhood. She says, “I was always enamored with marketing and advertising. She earned her Bachelor of Arts in Communications from Tulane University before launching into her career. She says, “I landed an internship with The Brennan Family of Restaurants, world famous restaurateurs in New Orleans.”

This trendsetter then became the youngest director of marketing with Papa John’s, oversaw the special events and entertainment at Gulfstream Park, and oversaw rebranding all of the Bank of Atlantic branches and corporate sponsorships.

“I was also in charge of rebranding the BB&T Center,” adds Robbi. Her skills were recognized and sought after by others as she went into her own consulting for marketing.

Road to Real Estate

How did Robbi get into the real estate scene? “I had a large team ask me for assistance establishing their brand. At some point during that experience, they asked me to join their team. That’s when I got my real estate license.”

Robbi, a go-getter and a determined woman, started real estate on her own 11 years ago. She is the Founder of The BAAR Group Real Estate Team with LoKation Real Estate.

Her only regret? “I wish I had started earlier,” reflects Robbi. Her marketing knowledge and ability to connect with others were game changers in the real estate industry.

Robbi works tirelessly for her clients, even when she realizes that not all real estate agents have the same work ethic. However, she refuses to be sidetracked, commenting, “I pivot and move the transaction forward.” Eager to overcome obstacles to the closing



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table, Robbi gets the job done for her clients with her stellar work ethic, optimistic attitude and ability to troubleshoot problems and find win-win solutions.

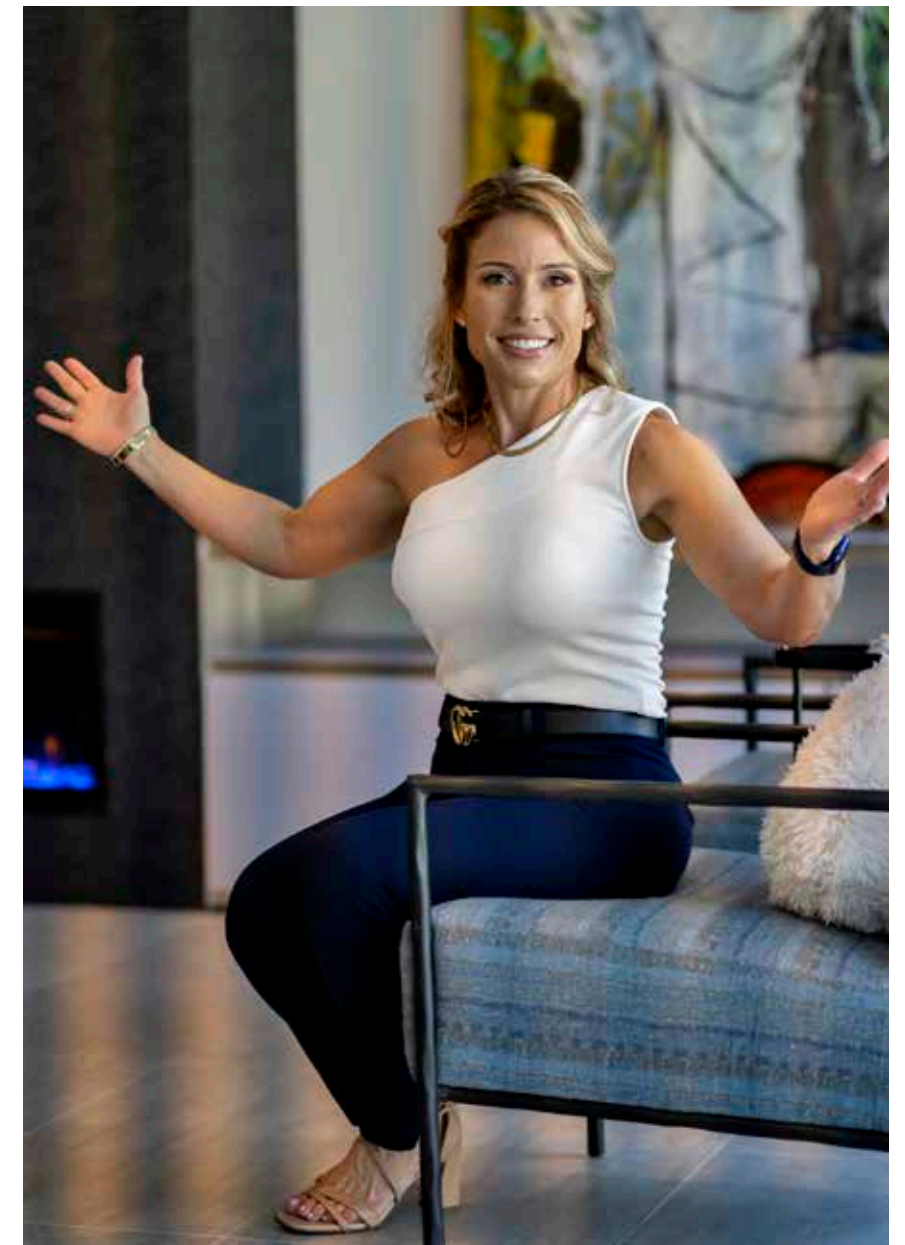
Finding Work-Life Balance

The only challenge that Robbi is still tackling in real estate is finding work-life balance. “I’m still trying to figure that out,” she laughs. Being available for her clients and being present for her family is a balancing act. “It’s tough,” she admits. “The older I get, the more the balance shifts.”

Family Matters

“My biggest success is my two boys,” says Robbi. “They are two outstanding young men. I also am blessed with a 30-year relationship with my husband.” She proudly displays a sign in her house with how many years, days, and months she has been married to her husband.

“My family is my life,” says Robbi. “They are the center of everything that I do. They are at the forefront of every decision that I make. I would not be who I am without them.”





As for hobbies, Robbi jokes, “I didn’t know REALTORS® have hobbies.” She laughs. She does enjoy working out. “That is my therapy. “And I just picked up pickleball,” she adds. It’s more challenging than I anticipated.”

Robbi also volunteers her time and was recently appointed to the City of Planation’s Affordable Housing Committee to help find solutions for the challenges of residents to find affordable rent or purchase a home of their own.

“Another focus of mine is Project Beauty,” she adds. “I sit on the board. It is near and dear to my heart.” This charity is designed to help promote teen mental health wellness and suicide prevention; it’s a resource that provides help and hope to troubled teens.

A Tangible Impact

Robbi Auerbach is a driven, compassionate, and well-rounded person who strives for excellence in all aspects of her life. Whether helping find affordable housing solutions or helping clients find their dream home, she is having a tangible impact here in Fort Lauderdale and beyond.



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