



KARA SCHROER, CCIM

Partner, Senior Vice President

SCOPE OF SERVICE EXPERIENCE

Kara Schroer, CCIM, is a Partner and Senior Vice President with NAI Wisinski of West Michigan and has been active in the commercial real estate industry since 2004. She specializes in the sale and leasing of a wide range of property types throughout the West Michigan market. Kara delivers comprehensive, streamlined services to her clients, including seller and landlord representation, buyer and tenant site selection, market research, and analytical consulting; helping clients make informed decisions that align with their objectives and maximize return on investment. She is known for her strong commitment to integrity and her focus on building productive, long-term client relationships.

With more than 22 years of brokerage experience, Kara has successfully completed a diverse portfolio of transactions across multiple asset classes. Her deal history spans everything from small business leases to multi-million-dollar investment sales. She is highly detail oriented and takes a hands on approach to ensure transactions are structured properly and that her clients are well positioned and understand their risk in any transaction. Her expertise is particularly strong in office, healthcare, and land transactions, where she consistently brings strategic insight and measurable value to her clients.

EDUCATION

Saint Mary's College, Notre Dame, IN

- Bachelor of Arts, Economics

Certified Commercial Investment Member (CCIM)

- Kara is one of only 5% of Commercial REALTORS to earn the prestigious CCIM designation that exemplify the real estate industry's highest professional & ethical standards.

PRIOR EMPLOYMENT

NAI Wisinski of West Michigan—Senior Vice President, Partner (2014 to Present)

Bradley Company—Senior Broker (2012 to 2014)

Grubb Properties (Acquired Colony Development)—Senior Broker (2011 to 2012)

Colony Development Partners—Director of Leasing (2010 to 2011),
Leasing Agent (2008 to 2010)

CBRE—Market Research Coordinator (2004 to 2008)

Project Future (South Bend Economic Development Corporation)—Intern (2003 to 2004)

PROFESSIONAL AFFILIATIONS

Certified Commercial Investment Member (CCIM)

Commercial Alliance of REALTORS (CAR)

Greater Kalamazoo Association of REALTORS (GKAR)

Licensed Real Estate Broker, IN

Licensed Real Estate Salesperson, MI

Michigan Association of REALTORS (MAR)

National Association of REALTORS (NAR)

COMMUNITY INVOLVMENT

Professional Standards Committee for
CARWM (2024 to 2027)

St. Monica's Catholic School Booster (2023
to Present)

Commercial Alliance of Realtors Forms
Committee (2023 to 2025)

CLIENTS

Arbor Financial Credit Union
Boji Group
Clark Logic
Enterprise
Granger Group
Kalamazoo Child & Family Counseling
Omega Computer Services
Three Rivers IDA Board
YWCA of Kalamazoo

HONORS & AWARDS

2024 Costar Power Broker Award, Largest Industrial Lease—West MI
2023 CCIM Michigan Transaction of the Year Award Recipient
2022 Costar Power Broker Award, Largest Office Lease—West MI
2018 Commercial Alliance of Realtors, Largest Retail Lease
2017 Costar Power Broker Award, Retail Lease
2016 Costar Power Broker Award, Industrial Lease
2010 Recipient, Charlotte Board of Realtors Silver Deal Makers Award
2007 CBRE, Inc. Rookie of the Year Award—Charlotte, NC
2006 “The Advantages of Political Affiliation: Dependent & Independent Small-Island Profiles” published research paper along with former professor, Dr. Jerome L. McElroy of Saint Mary’s College, in The Round Table Journal

CLIENT TESTIMONIALS

“I had a great experience working with NAI Wisinski to sell our family business. Kara Schroer was the absolute best! Very professional and thorough. She was so helpful, answering all my questions quickly.

She was flexible with my schedule, and made it easy to communicate with her. I was unsure of selling during this difficult time, but she reassured me we would find a buyer, and she was right. It was a pleasure to work with her and the company.”

- Erin Stringfellow
Former Client

“I worked with Kara Schroer and Bailey Aivars on a Commercial Real Estate lease negotiation. They were the utmost professionals!

They knew their stuff, were always courteous, and are great communicators, even when I needed reassurance. I’d use them again in a heartbeat. A+”

- John Smolen-Hatzel

