

# TOP AGENT MAGAZINE

## MEGAN BOCK — BUILDING A RELATIONSHIP-DRIVEN REAL ESTATE BUSINESS ROOTED IN PURPOSE

Megan Bock's journey into real estate began as a leap of faith. Coming from a background in education and ministry, she had always been passionate about serving others, but felt called toward something that would allow her to build both meaningful relationships and a business for her family. What she discovered along the way was a career that allowed her to walk alongside people during some of life's most important transitions. That purpose—helping families navigate change with clarity, care, and confidence—has kept her grounded ever since.



Since 2013, Megan has grown her business into Bock Realty Group, which she leads alongside her husband and partner, Gabe. Together, they have built a team of agents and support staff, each playing a defined role to create a seamless and high-level client experience. Their structure allows them to combine personal connection with strong systems, ensuring every client receives intentional, thoughtful service from start to finish.

Based in Bryan–College Station, Megan and her team serve the surrounding communities as well as North Houston. What she loves most about the area is its strong sense of connection. Between Texas A&M, local businesses, and families with deep roots, it is a place where relationships truly matter. That community-focused environment aligns perfectly with how Megan approaches her business.

Her marketing strategy is both strategic and high-touch. It begins with a detailed home preparation consultation to ensure each property is positioned correctly from day one. From there, her team invests in professional photography, video, and tools like Zillow Showcase, allowing

buyers to experience the home before ever stepping inside. At the same time, Megan stays intentional about how listings are positioned across modern search platforms, including AI-driven search, ensuring maximum visibility.

While marketing plays an important role, Megan emphasizes that relationships are the true driver of her business. The majority of her clients come from referrals, repeat clients, and word of mouth, supported by strong online reviews that reflect the experience her team delivers. She believes that staying connected long after the transaction is what creates lasting trust and continued growth.

Maintaining those relationships is a priority. Megan and her team host quarterly pop-bys, client events such as blood drives, and their annual “Favorite People Party,” bringing their community together in meaningful ways. They also stay in touch through monthly VIP emails, thoughtful gifts, and tools that allow clients to track their home's value over time. The goal is simple: to ensure clients always feel known, appreciated, and connected.

Looking back, Megan says she would still build her business on relationships, but would have embraced leverage sooner. Trying to do everything alone early on slowed growth, while building a team and implementing systems allowed her to serve clients at a much higher level. Giving back is also central to her mission. Her team donates at every closing to a charity chosen by the client and supports organizations such as OnRamp, Child Freedom Coalition, and the St. Jude Dream Home Giveaway. Megan credits much of her success to her husband Gabe, her dedicated team, and the clients who continue to trust them with life's biggest decisions.

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