

# TOP AGENT

MAGAZINE



*Area Specialist*  
**NATE ROCK**





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## Top Agent Nate Rock leads The Broadway Group, powered by Engel & Völkers Boston, where he assists clients throughout Suffolk County and the Greater Boston Area.

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Originally from Fairhaven and a lifelong Massachusetts resident, Nate Rock has always possessed an entrepreneurial spirit. He would first take an interest in real estate while earning his Business Management and Marketing degree at Bridgewater State University. As captain of Bridgewater State's Men's Lacrosse Club, he would learn about the industry through some friends on the team, which inspired him to pursue his license in 2016. Leveraging his strong communication skills and tireless

work ethic, he would go on to author an accomplished career as a real estate consultant, establishing a network of satisfied clients that spans his home state.

Today, Nate leads The Broadway Group, powered by Engel & Völkers Boston, where he assists clients throughout Suffolk County and the Greater Boston Area. Alongside his elite team, he has established a distinct workflow to meet the needs of any buyer or seller.



When listing a property, Nate takes a comprehensive approach. After helping his clients fully prepare for the market and providing them with a suite of professional photography and videography services, he shares their listing via a highly targeted blend of digital and social media campaigns. Along the way, he utilizes proven

strategies like Broker open houses and viral content to give his clients an added advantage.

Elsewhere, Nate is just as attentive when assisting his buyers. In fact, he prefers to keep in touch long after the deals are done, starting with a complimentary steak dinner after closing and







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extending through regular check-ins throughout the year—all to ensure his clients are satisfied in their new homes. More than anything, though, he loves welcoming newcomers to the Boston area, one of the nation’s top real estate markets, with its deep cultural heritage, historic homes, and iconic architecture.

Over the years, Nate has earned a fantastic reputation throughout Suffolk County, with the majority of his volume coming from repeat clients and referrals. Having exceeded \$50 million in volume in 2022 alone, he remains committed to the core values that brought him to real estate

in the first place. “It’s important not to overlook the relationships we build over the course of a transaction,” he says. “From start to finish, I’m focused on building a friendship with my clients and seeing things from their point of view—whether I’m advising them on the pros or cons of a given property, or answering any questions they might have.”

Outside of real estate, Nate is dedicated to his community. On top of supporting the Greater Boston Food Bank alongside his team, he looks forward to sponsoring a local little league team in the coming year. When he’s not giving back,



he can be found spending quality time with his friends and family or dining out at local hotspots like Mistral Bistro and Ocean Prime—taking in all the dynamic culture and cuisine Boston has to offer.

With his team already on pace to double its production in 2023, Nate intends on scaling his boutique

approach to client service while expanding his reach throughout the region. In the meantime, he is excited about all the new opportunities that await. “In real estate, the people matter most,” he says. “Whether I’m serving a client or working with our team, I truly enjoy the process of connecting with someone through a simple conversation and helping them achieve their goals.”







To learn more about Nate Rock ,  
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