



Kuschel Realty Group Highlights Role as Woman-Owned Independent Brokerage Serving Two States

September 02, 2026

Cloquet, Minnesota - September 02, 2026 -

Kuschel Realty Group is highlighting its status as a woman-owned independent brokerage serving clients across Minnesota and Wisconsin. The firm, launched in 2024 and co-owned by Brittany Kuschel and Krysti Gillman, operates as a full-service brokerage focused on residential real estate, luxury and vacation homes, and investment properties.

The company was formed after the two brokers previously worked together as a team. According to public statements around the launch, establishing an independent brokerage gave the partners greater control over marketing, transaction structure, and client service standards. The firm describes itself as wholly woman-owned and operated and continues to present that structure as central to how it conducts business.

Brittany Kuschel, Broker/Owner, brings more than a decade of real estate experience, including legal insight and hands-on transactional work. She holds designations as a Seniors Real Estate Specialist and Probate Specialist. Krysti Gillman, Broker/Owner, is licensed in both Minnesota and Wisconsin and has more than seven years of experience as an agent and property manager. She attended the University of

Wisconsin-Superior and applies a background in business management and property management to sales and investment work.

Dual-state licensing is a practical feature of the brokerage model. Krysti Gillman holds Minnesota license 40714706 and Wisconsin license 60299-90. That combination allows the firm to represent buyers and sellers whose searches or holdings span the Northland and Northwestern Wisconsin, including communities such as Duluth, Cloquet, Hermantown, Superior, and nearby markets.

The team also includes Adrienne Cramer as Transaction Coordinator and Assistant, and Lisa Lillie as Realtor. The group handles buying, selling, market analysis, negotiation, and transaction coordination. Public materials from the firm describe a process that includes property assessment, comparable sales review, pricing recommendations, and customized marketing for listings.

Kuschel Realty Group lists experience with a range of investment approaches, including long-term rentals, mid-term and short-term rentals, and 1031 exchanges. Brittany Kuschel is also identified in industry directories as working with short-term rental acquisitions. Those services sit alongside traditional residential work and specialized transactions such as estate-related sales.

Brittany Kuschel stated, "Building an independent, woman-owned brokerage was a deliberate step toward setting service standards and marketing approaches that match the way the team already worked with clients. Ownership of the process allows for consistent attention to detail from first conversation through closing."

Krysti Gillman stated, "Licensing in both Minnesota and Wisconsin is part of serving households and investors whose property interests do not stop at a state line. Local market knowledge on both sides of the border supports clearer guidance on timing, pricing, and next steps."

The brokerage presents continued education as part of its operating model. Public recognition of Brittany Kuschel as a 2025 GRI scholarship recipient from the Minnesota Realtors Association is one example of ongoing professional development tied to the firm's stated emphasis on formal training.

Client reviews associated with the team commonly mention communication, market knowledge, and support through both purchases and sales. Those comments are consistent with the firm's published focus on personalized service rather than a single property type or price range.

Kuschel Realty Group continues to list and market properties across Northern Minnesota and Northwestern Wisconsin while maintaining an independent ownership structure. The combination of woman-owned leadership, dual-state licensing, and a small in-house team remains the defining organizational fact of the

brokerage more than two years after launch.

Kuschel Realty Group operates as a real estate brokerage serving Northern Minnesota and Northwestern Wisconsin. The group specializes in residential real estate, luxury and vacation homes, and investment properties, and is co-owned by brokers Brittany Kuschel and Krysti Gillman.

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For more information about Kuschel Realty Group, contact the company here: Kuschel Realty Group
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Kuschel Realty Group

Welcome to Kuschel Realty Group, where luxury real estate and investment properties meet exceptional service and results. Led by Brittany Kuschel, a seasoned professional with over a decade of experience in real estate.

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