



Brad Ruther, SIOR

THE SPECS

Company: Principal, Veterans Commercial Real Estate
Location: Cincinnati, OH

SIOR Property Type: Office Specialist
Year Built with SIOR: 2009

OVERVIEW – Why He's the Real Deal

Prior to entering commercial real estate, Brad Ruther graduated from West Point and served as an infantry officer. Four years into his real estate career, he was recalled to active duty to lead a 150 man infantry company in Al Anbar province, Iraq, for a year-long deployment. A service-disabled veteran, Brad's military awards and decorations include the Bronze Star Medal, the Combat Infantryman Badge, the Parachutist Badge, and the Air Assault Badge. He went on to found Veterans Commercial Real Estate and has been continuing his service both in the industry and in his community ever since. **He's more than just an SIOR.**



HIGHLIGHTS – Get to Know Brad

What's one of the craziest things you've ever done that many people don't know about? In my skydiving years, someone thought it was a good idea to deploy our parachutes immediately after exiting the aircraft and ride strong upper winds 12 miles back to the drop zone. We jumped at 14,000 feet and I was under canopy at 13,000 feet. This altitude was three times higher than the highest I had deployed. It was exciting and also terrifying floating that high. Of the ten of us, only two made it back; the rest of us fell short. I landed in a horse pasture and the horses were not amused.

If you could turn any activity into an Olympic sport, what would you have a good chance at winning a medal for? Sleeping. I am great at "getting rack." During the Iraq War, I once slept through eight mortars landing 50 meters from my bunk. I also had no problem going to sleep at 3 or 4 in the afternoon to wake up for an early morning raid at 2 a.m. Many soldiers were jealous of this "skill" since they could not sleep on command and get rest before an early morning mission.

Where is the most interesting place you've been? The winner's circle at Keeneland with my son – who was then six. We were partners in a West Point Thoroughbreds horse named Cullum Road. My son and I were interviewed live on the national TVG television network. The way I celebrated one would have thought I won the Breeder's Cup Classic. It was a childhood dream come true and special to share it with my horse-loving son.

Who or what inspires you the most? My parents, my kids, and my wife. We unexpectedly lost my mom in January and my dad in September. They both provided excellent role models – as parents, spouses, and ethical people – for their five boys. My twins, William and Alexandra, and my wife, Melissa, are a constant reminder to be a better person.

Where might someone find you on a typical weekend morning? At a local barn, riding horses and jumping fences with my son. Winston Churchill allegedly said, "There is something about the outside of a horse that is good for the inside of a man." One can't hide emotions or character from a horse; they will see right through you. Horses have been great for my mental health. From a first-hand, volunteer perspective, I have also seen fantastic results achieved through equine therapy with veterans suffering from Post-Traumatic Stress.

What experience changed you forever and what did you learn from it? Combat. There are many lessons from warfare that apply to life, relationships, and business to succinctly describe. These include: (1) Life is short and can end at any time. When it's your time, it's your time so make the most of it. Leave nothing on the field; (2) Appreciate what you have. Whether it's your family or being fortunate enough to be born in America, count your blessings; and (3) Be aggressive and never give up. Attack your goals with ruthless abandon.

What's one thing people don't know about you that you are most proud of? My battle with Post-Traumatic Stress Disorder. Defending my country was my greatest honor but also my biggest challenge. Combat leaves real scars – both physical and emotional. With the love, encouragement, support, and patience of my wife, I am proud of the progress that I have made over the past 14 years. This fight has been more difficult than any I faced in Iraq. My conflict with PTSD is a reminder that everyone has their silent struggles and to be kind to others.

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