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Eric C. Bumm

*The Brokerage*

**ALSO IN THIS EDITION**

**ON THE RISE**

Jenni Gindling

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**AFFILIATE SPOTLIGHT**

Breathe Wright Radon

**SOCIAL EVENT DECEMBER 6TH**

Image by 1075 Photography

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*Brian Lykins*

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Happy Holidays!



# Eric C. Bumm

## *The Brokerage*

Written By Elizabeth McCabe  
Photos By 1075 Photography

A PASSIONATE REAL ESTATE ADVISOR AND COMMUNITY ADVOCATE

**E**ric C. Bumm, an Owensboro, Kentucky native, is proud of his hometown. He comments, “I can’t say enough great things about Owensboro and the people of Daviess County.” It made him who he is today.

The youngest of six kids, he attended a private Catholic elementary and high school. “I learned what it was like to be part of a team as a big family,” he reflects. “I was always active playing sports and attending other events that my siblings were participating in. That sent the trajectory of always wanting to be busy.” Eric’s childhood was formative, giving him the foundation for a strong work ethic instilled by his parents, that led him to a Team First attitude, and a love for the community.

“My dad, Martin Sr., taught me to always leave things better than the way you found them. My mom, Mary Ruth, was a talker and showed me the importance of always being kind to everyone you know and meet,” he comments.

### Beyond His Hometown

After leaving his hometown, Eric moved to Lexington to attend college at the University of Kentucky.

“I somehow fell into the nation’s greatest cheerleading program, which happens to be at the University of Kentucky,” says Eric. He played just about every sport growing up but found a niche and excelled in cheerleading, going from a beginner in the sport to a scholarship athlete in less than 6 months. Eric is a proud member of one of the 24 national championship-winning programs. He also met some influential people in the process at UK.

“The gentleman who oversaw the program, Thomas Lynn Williamson (affectionately known as T. Lynn), became a dear friend and mentor of mine who shaped my approach to life post-college,” says Eric. Eric traveled all over the world, coaching cheerleaders collegiately at the University of Texas at Austin before coaching in Hamburg, Germany, and also at Arizona State University in Tempe, Arizona.

“I also worked for a cheerleading company for 17 years that was based out of Memphis, Tennessee,” adds Eric. “While living in Arizona at the time of the 9/11 tragedy, I knew I wanted to return back home to Kentucky.” In 2001, he returned to Central Kentucky and in 2007 moved to Jessamine County, which he loves.

### Transition to Real Estate

Despite his extensive background in sales, marketing, and management in the athletic apparel business, Eric’s path eventually led him to real estate. When he got married, he saw the need for a new chapter in life. “I needed a change of scenery and wanted to pursue a passion versus a new job.”

The transition was facilitated by his association with T. Lynn, who was a savvy real estate investor himself but much more than that to Eric. Their connection grew, and T. Lynn played a crucial role in shaping Eric’s approach to life. “T. Lynn is like a big brother and a dad to me,” says Eric. “He was incredibly impactful.”





Eric's formal entry into real estate happened in 2012, and he quickly fell in love with the industry. He had previously owned a duplex and a single-family home and was already familiar with real estate as an investment. What was initially a hobby transformed into a full-time career.

Eric is a REALTOR® for The Brokerage Real Estate Advisors and genuinely loves what he does. Instead of marketing and selling athletic apparel or coaching cheerleading, he is marketing and selling properties as well as coaching and advising buyers and sellers about the intricacies of the local housing market. He wouldn't have it any other way.

"I help people make one of the most important decisions of their lives," he says. "I take a lot of pride in making sure that they have all the information available to make a good decision, which looks different for every client." He loves that part of his job. The home buying and selling process is basically the same every time but the approach and strategies are different with every transaction based on the unique circumstances of each client.

#### Challenges and Success

Over the years, Eric has faced several challenges in his career. Getting into real estate later in life meant balancing work with his family responsibilities, including being a supportive husband and father. The challenge was to manage his time effectively and build his real estate business while prioritizing his family.

Eric's experience with T. Lynn and the values instilled by his family have helped him overcome these challenges. He emphasizes the importance of methodically taking



steps and setting a strong foundation for success. He believes in the philosophy of "walk before you run" and the power of effective time management, clear communication, and setting expectations.

#### Proud of His Community

What motivates Eric every day is his desire to make his city, community, and neighborhood more attractive and a better place to live. As he says, "I want to make the community a better place."

He has taken on real estate projects that aim to enhance the aesthetics of the community. This includes 19 one-acre lot developments off Harrodsburg Rd called Kensington, a 20-acre farm in Wilmore, which he is subdividing into three tracks of land and a few more "to be announced soon" projects. They are all offering opportunities for homeownership in an environment where inventory is limited.

"It's incredibly rewarding to help other people navigate the home buying process and equally exciting to bring these new projects to the market too," he says.



Providing more housing options and improving the landscape is what it's all about for Eric, a dedicated and driven man who is making a difference for his community.

#### Family, Community, and Interests

Eric's family is at the center of his life. He is married to Dr. Jessica Popplewell, a dentist who has been practicing in Danville, Kentucky, for over two decades and has been very supportive and understanding as Eric has grown his real estate business. They have two daughters, Sophia Bumm and Presley Bumm, who are students in the Jessamine County school district.



It's challenging to find a work-life balance. Eric says, "It's a scheduling juggling act. If you can manage your time, you can be successful at real estate and still be a great dad and husband. You have to communicate with people and set expectations."

Outside of work, Eric enjoys traveling with his wife, who shares his enthusiasm for exploring new places. They are fans of college sports and have season tickets for the University of Kentucky football and basketball games. Eric and his family have not met a beach they didn't like and find solace in warm-weather beach destinations. "We are Beach Bumms!" he says proudly.

Eric and his family also have a special connection with local businesses. They frequent Public Well in downtown Nicholasville owned by Charlie Hensley, whom they consider part of their extended family. They also enjoy visiting the Dixie Café in Keene, a family-run restaurant in their community where everyone who walks through the door is treated like part of the family.

#### Living with Impact

Eric's love for his work, his passion for making the community better, and his dedication to his family make him a truly exceptional real estate advisor. He is proud of his roots, grateful for his mentors, and committed to creating positive change in his community, one real estate transaction at a time. Eric C. Bumm is more than a real estate advisor; he's a community builder and a devoted family man who finds joy in every step of his journey.







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# J E N N I

GINDLING

**SCOUT  
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## KELLER WILLIAMS COMMONWEALTH

Photos By Renée Hensley Photography • Written By Brett Rybak

In 2009, Jenni Gindling and her family made a life-changing move to Georgetown, Kentucky when her husband, Doug, accepted a position at Georgetown Community Hospital. Little did she know that this move would ultimately lead her on a remarkable journey in the world of real estate. After spending several years as a dedicated stay-at-home mom of four kids under 3 years old (twins Doug and Elizabeth, son Robby and daughter Grace), Jenni started thinking about their future and how she could help financially support four kids in college all at the same time. Jenni decided to embark on a new path in 2018 by obtaining her real estate license.

Shortly out of high school, Jenni moved to Indianapolis to be closer to her high school sweetheart, Doug. They married and while Doug was attending Butler University in Indianapolis and Jenni worked for a law firm as a legal assistant. That's the time when Jenni's mom unintentionally kick-started her love for real estate.

"My mom told me to stop wasting my money on rent and buy a house so Doug and I could start building some equity," Jenni explained as she and Doug purchased their first home.. "So at the age of 20, that's what we did. I was young, and working hard at my job to provide. I fell in love with homeownership and the accomplishment of being a homeowner. It also kickstarted my love for all things interior design."

The couple was still focused on getting Doug through pharmacy school while Jenni continued her work as a legal assistant.

"Fast forward a few years, Doug was graduating, I was working and I found out I was pregnant with twins," Jenni said.

So Jenni's career took a pause for many years, but then chose to obtain her real estate license when her twins turned 15.

"I started thinking about buying the kids cars and putting them through college and I just wanted to figure out a way to contribute financially," Jenni said. "Throughout the years as a stay-at-home mom, we invested in real estate flipping houses, investing in a storage business, so obtaining my real estate license just seemed like the natural fit."

This decision marked the beginning of a career filled with passion,

determination and unwavering commitment to her clients.

Jenni quickly proved herself to be a problem solver. In the often-challenging world of buying, selling and investing in real estate, she has a remarkable ability to remain level-headed and find innovative solutions. Her main focus is building strong lifelong relationships with her clients based on trust, communication, and complete transparency.

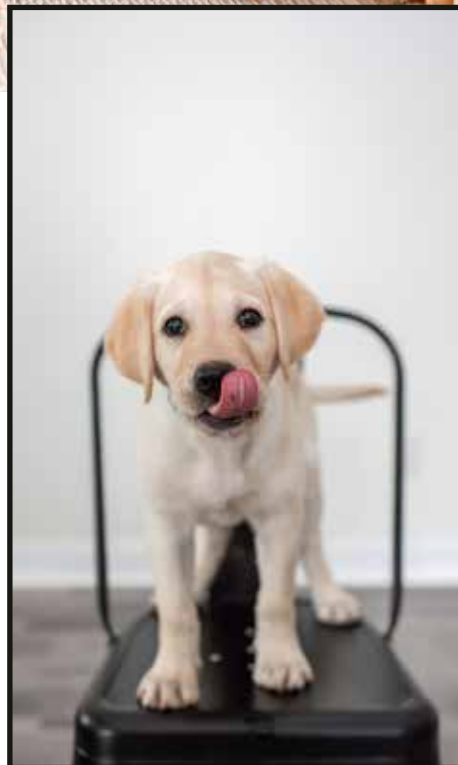




“ ”

**I LOVE MY CLIENTS.**

I always have their best interest at heart. I always give 100 percent and dedicate myself to exceptional client satisfaction.



“I love my clients,” Jenni stressed. “I always have their best interest at heart. I always give 100 percent and dedicate myself to exceptional client satisfaction.”

What sets Jenni apart is her genuine love for helping people. She has had the privilege of connecting with a wide array of individuals throughout her real estate journey. Moreover, real estate has opened doors to various opportunities, including short-term rentals and interior design.

“What I love about real estate is all the wonderful people I have met, from clients to fellow realtors, contractors, lenders...the list goes on and on,”

Jenni added. “I currently help design for clients’ personal homes as well as a couple of custom home builders to help pick out finishes for their clients. It’s a passion of mine. I also manage six short-term rentals, which I absolutely love. I thrive making other people feel special. When I see that five-star review, it gives me such a rush of accomplishment.”

Jenni aspires to take her love for design further in her career, all while continuing to find solutions and help her clients achieve their real estate goals. Jenni’s enthusiasm for what real estate can offer, from investment opportunities to guiding first-time homebuyers, shines through in her

every endeavor. Now that motivation has been reflected in growth in Jenni’s whole business, which she labels Scout Group after the team’s mascot, a spunky golden Labrador.

“She’s our little girl scout,” Jenni said. “I just hired two young associates, Tyler Martin and Aaliyah Woodward, both 20 years old. I can’t wait to harness their ambition into real estate. I hope that my stick-to-itiveness rubs off on them. We just have to keep working hard. We’re in the early stages of building our brand. We have just finished up our website and are figuring out systems that work best for us. I’m excited for our future. We want our clients to know they are in good hands. We are committed to excellence.”

All of this growth and work put into her business has been with a sole focus in mind.

“I think about work and my clients 24/7, but I also reflect on the fact that Doug and I will be married for 26 years this December,” Jenni said. “Doug has been my constant since I was 17. Without his support, none of my success or our kids’ success would be possible.”

This career path, one that took a while to jumpstart, but has been proven to be significantly rewarding has allowed Jenni to develop and thrive alongside a family that has motivated her each step of the way.

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This event is open to REALTORS® and our preferred affiliates. Questions and RSVP info contact: Aaron - ahutch@realproducermag.com or 859-710-1890

We will be conducting our Mission Admission - your \$10 admission will be raffled off and one winner will select a non-profit to receive the pot!



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Wednesday  
December 6th  
2-4pm

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Social Hall

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# JENNY WRIGHT

LET US CLEAR THE AIR!



**From Stylist to Servicer of Cleaner Air, Jenny Wright is right about a lot of things, including the need for air quality. She has surrounded herself with a Dream Team that is very well received in the homes of their clients, and they are committed to mitigating radon properly, in addition to testing air quality. For nearly a decade, Jenny has passionately advocated for agents and their clients to utilize the quality systems to reduce radon gas from their homes and ensure a high standard of air quality for the health and safety of all.**

Jenny knew early on that she had three interests: real estate, hairstyling, and interior design. After attending the Aveda Fredric's Institute after high school, she moved to Louisville at the age of 19 and served as a stylist in a high-end salon for over 10 years. By then, her husband had started his own home inspection business, and Jenny was expecting their first child. She wanted a career where she could be home with her children, so she lobbied for her inclusion into her husband's business. "You need me," she said.

The truth was: he did need her help with scheduling and a host of other support tasks in the company, so they joined forces. As time progressed, Jenny saw the need for testing and mitigating for radon, so she formed a sister company, and the results have surpassed their

expectations. Wright is also very pleased as a woman to have forged a new successful business. "I want my daughter to know that anyone can follow a dream and execute an entrepreneurial effort," says Jenny.

People love the fact that Breathe Wright Radon does things the right way. They use the best materials and are very attentive to details. "We pride ourselves on being the Chick-fil-A of radon and air quality testing," says Jenny. Breathe Wright works extremely hard to offer exceptional customer service. Families feel safe, and the company has a male / female team that enters the home for testing and mitigations. Shoe covers and other precautions are required and give the homeowners the feeling that the team is professional and treats their home like their own.

Customers have given the company 5 stars regarding their communication and efficiency. Jenny notes that many agents use them and know that their business will go above and beyond to match their schedules so that nothing will hinder the progress of getting to the closing table. For Jenny, success in this endeavor is about constantly evolving, growing, and learning. She attributes their continued success to their consistent effort and the fact that they receive so many referrals by word of mouth.





We enjoy the simple things in life, and we love to spend time together as a family.



We pride ourselves on being the Chick-fil-A of radon and air quality testing.

Many people are quite uninformed about the subject of radon. Jenny explains that EVERY home, business and school has radon and that every structure should be tested. Radon is emitted from the soil and is the second leading cause of lung cancer. Children are more susceptible to problems resulting from radon exposure. These facts fuel the passion for Jenny to make homes and businesses safe.

Jenny describes their agent friends as loyal, and she loves the fact that they continue to educate their clients so that proper expectations are met. She has also designed the process so that reports are released in a timely manner and so that the mitigation

process is a smooth transaction. To promote air quality, Breathe Wright Radon & Air Quality Services offers mold swab testing, lead based paint testing, and Air-O-Cell testing with results from labs. Breathe Wright Radon installs both interior and exterior mitigation systems, as well as activating passive systems. They are the only company in the area that can match the color of the home so that the exterior system is more discreet.

Jenny is married to Nick, who runs their home inspection business and has an

extensive construction background. The couple has two children: Hudson (6) and Olivia (4). They love to travel, go to the beach, hike, play outside and visit their family's farm that has plenty to do and animals to play with. "We enjoy the simple things in life, and we love to spend time together as a family," says Jenny.

**For more information about Breathe Wright Radon & Air Quality Services or Jenny Wright, you may call them at 502-536-7884 or visit their website at [BreatheWrightServices.com](https://www.BreatheWrightServices.com). Let them clear the air!**



Jenny and the Breathe Wright team.



Jenny, Nick, and their two children, Hudson and Olivia.



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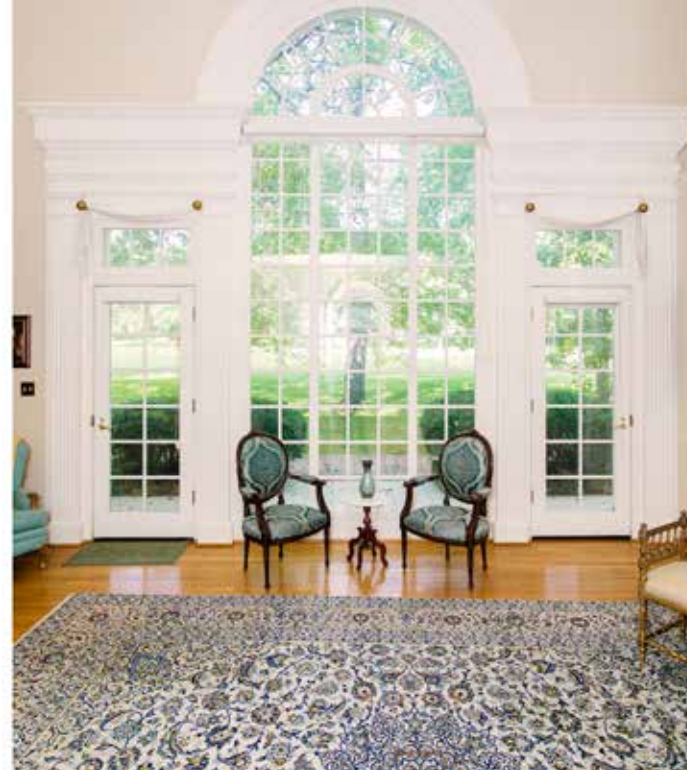
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