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JENNA

Garrett Realty Partners

“I don’t believe in doing anything halfway,” shares Jenna Heuser. “I always emphasize that anything is possible if you work hard and dedicate yourself to your final goals.”

Starting young, Jenna set her eyes on attending William & Mary, where she learned the skills to excel in Bloomingdale’s Executive Training Program. She eventually took on the job of a buyer in the men’s department in New York City. From there, after gaining more than eight years of experience, she went on to be the vice president of merchandising for a design company. When the tragedy of 9/11 shocked our nation, Jenna felt a need to return to her beloved home of Williamsburg to raise her son, Jared. Here, she partnered with a factory in Argentina for men’s accessories and launched an import company she ran for 10 years before taking the plunge into real estate.

▶▶ real producer

Story by Maddie Podish
Photos by Mason Murawski
Photography (unless otherwise noted)

GARRETT HEUSER



With her mother serving as a manager/broker for a local company and her personal history of moving more than nine times since leaving New York, Jenna has always respected the real estate industry. Armed with her extensive knowledge of the area after growing up here and her determination to succeed, Jenna received her real estate license in 2014. As a naturally competitive individual, she looks back at her first year as a professional with a smile, sharing, “That first year, I didn’t base business on each day’s accomplishment but on the premise that I was building a career.” Jenna quickly met her goal of becoming a top REALTOR® in the area within five years by pouring herself into her work. Now, as an agent for more than nine years, she has broadened her skills through continual learning and going as far as obtaining her associate broker’s license to serve her clients better.

Looking back, she’s grateful for the brokerage she chose all those years ago. “My mother had suggested interviewing with three different brokerages,” she expresses. After meeting Greg, senior partner and CEO of Garrett Realty Partners, she knew where she belonged. “His approach was different from other brokerages,” she shares. “I thought I would learn a lot from him. He also encouraged me to not just lock into Williamsburg, but to also exercise my knowledge of Hampton Roads to expand my area of business.” In 2021, the brokerage honored Jenna by making her an official partner.



Photos provided by Jenna Heuser



“I met Jenna in 2014 when she came to our office as a rookie and I was the corporate trainer. I was immediately impressed by her strong desire to learn as much as she could as quickly as possible. Her eagerness to grow challenged me as an instructor. Jenna quickly became one of our top agents, climbing in position and stature in both the Virginia Peninsula and Williamsburg areas. She has become a true professional in every respect, and I have nothing but the utmost regard for Jenna.”
— Chuck Dunlap, REALTOR®, Principal Broker, Garrett Realty Partners



Throughout her time in the industry, Jenna has had the opportunity to touch many lives. She leaves lasting impressions on her clients by providing exceptional service and making herself available when her clients need her. She states, "I've been criticized for this, but I feel that if I were on the other side of that late-night text, I would need an answer, so I reply in kind." This work ethic brought one set of clients back to her four years after not qualifying for a loan. "They worked over the years and contacted me this year, remembering our counseling from years ago," Jenna states. "We had fun looking for homes and finally finding one that fit their family."

Her clients' lives aren't the only ones she's positively impacting. During the past 18 years, Jenna has devoted herself to coaching swimming for numerous teams. Along with growing her real estate business, she's had the opportunity to watch her team flourish. Proudly, she shares, "We took a small group that started as 35 kids and grew them to more than 100 and became one of the top teams in the league." By finding a balance between her commitments, she's learned to be patient with life and find meaningful small pleasures.

Jenna enjoys leaning into her competitive side by playing golf, a hobby both she and her husband, Barry, enjoy immensely. As an avid lover of Williamsburg, she's a proud member of Williamsburg National, where she plays to win and finds joy in cheering on others. "Having the opportunity to move back here and build a life has been incredible," she expresses. "I love working with the youth and being part of the community." Like his mother, Jared is raising his family in Williamsburg and has built a name for himself by building a landscaping business from the ground up.



Jenna believes success comes from the heart. "When I can have a career that provides for my family and gives me the time to continue to coach and play golf, I feel successful," she says. "Spending time with great clients, solving problems and having a wonderful support system is what I consider successful." As she continues to work hard and not be satisfied with meeting the status quo, Jenna persists in helping and encouraging others to learn that hard work pays off and always strive to be the best at whatever you do.

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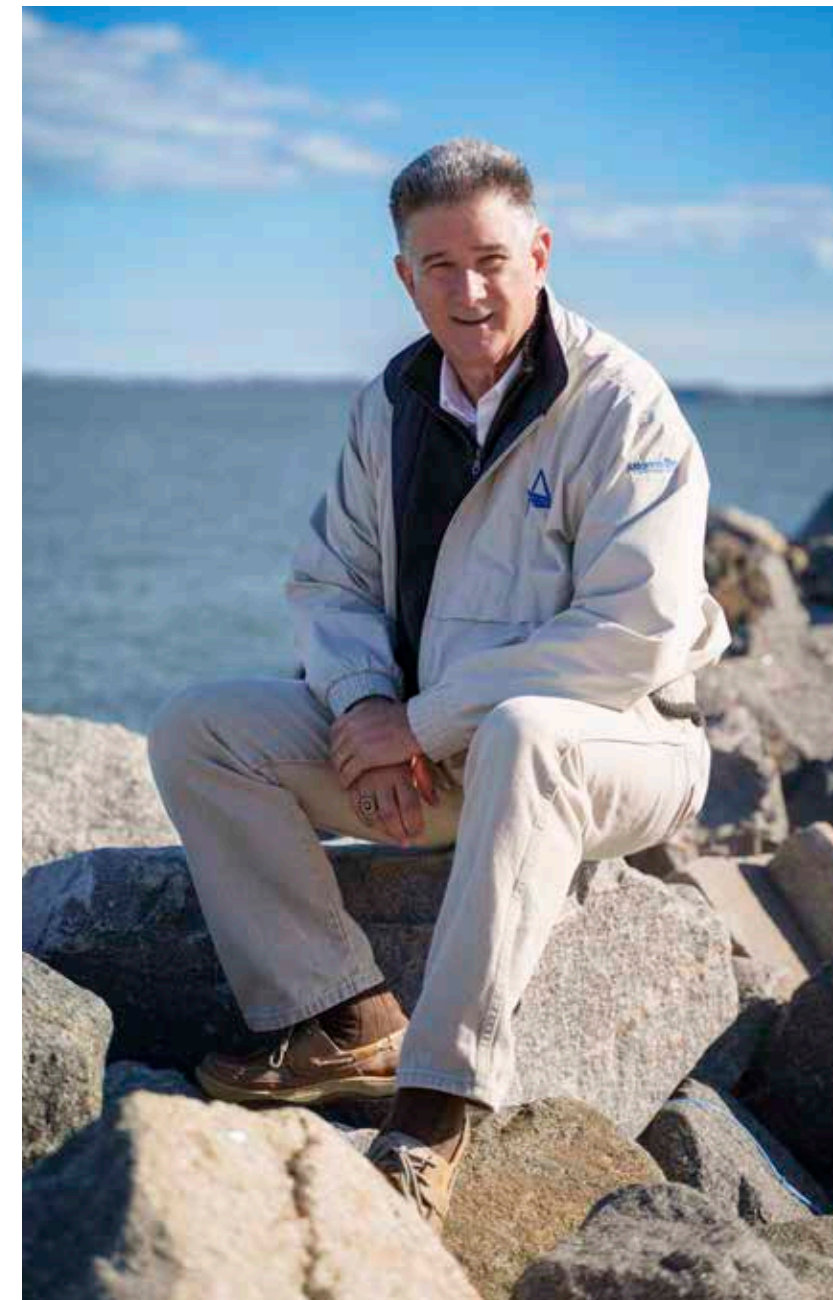
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Michael
Poole
Atlantic Bay Mortgage Company, LLC

Senior Mortgage Banker Michael Poole may not have specific plans for retiring right now, but he does know that his position with Atlantic Bay Mortgage Company (ABMG) will be his last. He's been in the mortgage industry since March 2005, working for a small mom-and-pop company through the crash in 2007-2009 and then for a regional bank until he arrived at ABMG in December 2010. "I fell in love with the company and its culture and will retire from here," he shares.

Michael's lending philosophy aligns perfectly with ABMG, a full-service residential mortgage lender specializing in conventional, FHA, VA and USDA loans, as well as renovation, construction and non-traditional private investor loans. He says, "ABMG's attitude from top to bottom is, 'What do we need to do to make this loan happen?' I have worked for companies that had the opposite attitude." Although Michael would like for every loan to go smoothly, he notes that rarely does a loan *not* have a speed bump. "The most fulfilling loans are the ones that had a real challenge that we were able to overcome," he shares, grateful that ABMG backs him in tackling the tough scenarios.



We trust that ABMG is equally grateful for Michael, who focuses on putting clients at ease. "Explaining the process upfront and being available to answer questions on evenings and weekends allows me to do this," he remarks. He also communicates with the buyers and agents on both sides of the transaction to avoid surprises, and he never takes time off from building relationships. "When things get slow, people tend to back off on building relationships," he expresses. "Reaching out to your database is crucial in times like these. Many REALTORS® and lenders have already gotten out of the market, and more will continue to leave. The ones who survive are the ones who have built relationships with clients and referral and industry partners." Michael, who genuinely loves helping people, would like to be remembered as a person who made everyone around him feel better.



“**Explaining the process upfront and being available to answer questions on evenings and weekends allows me to do this.**”

In his free time, Michael, born in Denver, CO; raised near Detroit, MI; and a Virginia resident since 1981, enjoys traveling with his wife to spend time with their three daughters and six grandchildren who live from Seattle to New York City. “In addition, I volunteer for Roc Solid Foundation, a non-profit group that assists families whose children have been diagnosed with some form of pediatric cancer,” says Michael, who travels around the area (and sometimes out of the area) to build playsets in the backyards of children with cancer because they aren’t able to play on public playgrounds since they are often immuno-compromised.

If you are looking to partner with a forward-thinking company that specializes in tailor-made lending, don’t hesitate to contact Michael, who mentions, “We have a couple of down payment assistance programs that are not offered by most companies.”



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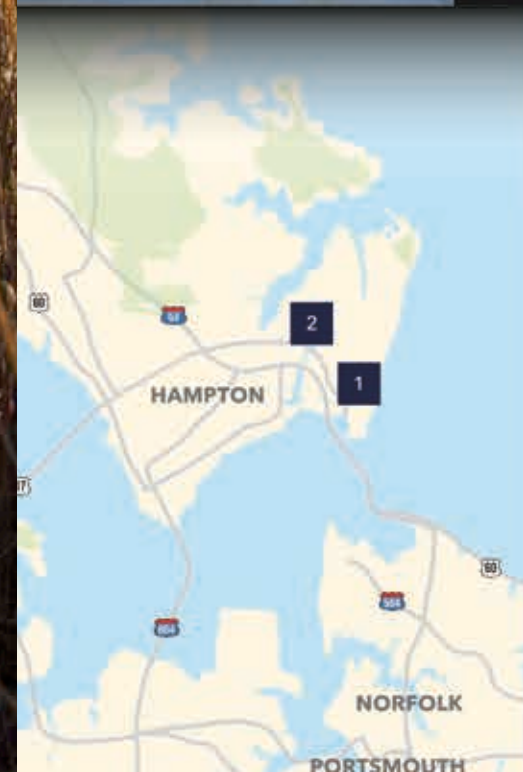
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Hea Joo Kim took what was originally a negative experience and used it to propel her into a successful real estate career, leaving behind the culinary world. “I was purchasing my first home,” says the cook-turned-agent, “and I truly didn’t like the experience. I didn’t feel like anyone was advocating for me, so I thought at the time: ‘I can do better.’”

A culinary school graduate, Hea Joo has worked at several prestigious restaurants such as Waypoint Seafood Grill, Kingsmill and Williamsburg Inn. In addition to earning a Silver Medal at an American Culinary Federation event, she worked alongside several world-renowned chefs, including her favorite, Chef Hans Schadler. Though she had had a very successful career, she was burning out from the long hours, which coincided with her first-time homebuying situation. So in 2017, she took her six-month course and became a licensed REALTOR® dedicated to delivering a far better experience for her clients.

Although Hea Joo was initially overwhelmed with information as she worked to perfect every little detail, she soon realized that what she needed to focus on was creating relationships and making friends. By becoming a part of numerous groups and growing a strong support system, she scaled in the real estate industry.

“I have always had an entrepreneurial spirit thanks to my first-generation immigrant parents,” Hea Joo comments. Whether selling bead lizards for 50 cents in elementary school or creating a concierge service business with the intent to provide renovations for her clients, creating businesses is in her blood. She has found the ideal brokerage, eXp Realty, which fuels this entrepreneurial passion, allowing her to collaborate with other agents and help her clientele at a higher level.

Bilingual, speaking Korean and English, and a former military spouse, Hea Joo is equipped to serve various clients, particularly families transitioning to civilian life or going through PCS.

“As REALTORS®,” Hea Joo states, “we can impact our clients’ lives by helping them become homeowners and build wealth through real estate, and we also impact our surrounding community.” Expressing that each transaction is like a snowflake, Hea Joo understands that every client has a unique set of needs and challenges, and she views them as learning opportunities to grow as a REALTOR®.



Hea Joo's next steps include expanding her real estate business and creating various streams of income. "In 10 years, I see myself having a 10-property rental portfolio, growing a strong 7-Level Team and flipping 40 houses per year for Game Changers Properties, LLC," she explains. "Throughout this journey, I hope to empower others to build generational wealth, too."

A supporter of local business, Hea Joo meets with her clients at Cure in City Center or Canvas in Port Warwick. She also likes to give TASTE custom baskets by Abby as closing gifts for her clients.



WE CAN IMPACT OUR CLIENTS' LIVES BY HELPING THEM BECOME HOMEOWNERS AND BUILD WEALTH THROUGH REAL ESTATE, AND WE ALSO IMPACT OUR SURROUNDING COMMUNITY.

When Hea Joo isn't working, she indulges in friendly competition by playing cornhole and billiards. She is the proud owner of two dogs, Penny, a Boxer-Mix, and Charlie, a Goldendoodle. She is grateful for the support system she has with her friends and family, who have encouraged her during the ups and downs.

Throughout her few years in real estate, Hea Joo has grown her business, which she has built upon generosity, compassion and giving back to the community, and she plans to continue this culture.

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▶▶ on the rise

Story by Danielle Kidwell
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TRISH BOROWSKI

RE/MAX Peninsula

Before her career in real estate, Trish Borowski served as Senior Retail Manager and Regional Marketing Champion with Compass Group, the nation's largest food service company. She also worked on her bachelor's degree in business administration and holds an associate degree in paralegal studies. Her professional background equipped her with valuable skills in communication, organization and management.

However, after many years in the corporate world, Trish was looking for something more. "After being in

management for so long, I was looking to have flexibility with my family, grow my business the way I wanted and be my own boss," she explains. "I've always been in the customer service industry and have always served clientele on a high level, but it was time to share my expertise in another way."

As a "Navy brat" who was born in Baltimore and moved to Virginia at a young age due to her father's military service, Trish understands the unique challenges that military families face when relocating. She has been in Virginia since she was 9 months old, making her practically a native to the area. As an Air Force spouse, Trish fully understands the challenges

military life can present, which gives her a unique perspective, allowing her to connect with military clients and provide valuable local insights.

Trish believes her personal touch and lighthearted demeanor set her apart. She recalls, "I recently picked up my client's brother who is relocating to Virginia from Vegas at the airport, and I didn't know what he looked like, so my client told me to be on the lookout for a short man with long multi-colored hair. I went to the extent of telling the security guard at the airport to be on the lookout only to find out I'd been punked — the brother definitely did not have long multi-colored hair, so they got a laugh out of that!"

Trish's love for people fuels her passion for real estate. She acknowledges the challenges posed by the current market but firmly believes that treating people right will earn their loyalty and trust in the long run. What fulfills her most is making her clients happy during the often stressful process of buying or selling a home. "I want to be remembered for being the agent who does things differently," she says. "I will paint your bedroom, clean your house and do lawn work before we list your home."

Trish enjoys supporting local businesses in the Hampton Roads area and recommends City Deli in Chesapeake and Persnickety Crane Cafe in Yorktown for meetings with clients.



Trish is deeply invested in each of her client's moves to ensure they are as smooth as possible. Trish's experience as both a military spouse and a child of a military family affords her a deep empathy for the nuances of military moves, a personal touch that sets her apart!
 — Brooke Scutt, Managing Broker, RE/MAX Peninsula

A self-proclaimed "crazy dog lady" with four Boston terriers, Trish reveals, "I would have 10+ dogs if I could." She also has two daughters and is married to Kyle, an Air Force recruiter. The family loves Busch Gardens and actively engages in community outreach through organizations like the PTA.

In a competitive real estate market, Trish stands out for her dedication, unique background and commitment to building lifelong relationships with her clients. Whether you're a football fan or a dog lover or are looking to connect with a fellow REALTOR® for fun conversation and a good laugh, she is always game for making an authentic connection.



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FAQ

ABOUT THIS MAGAZINE



Welcome to *Real Producers!*
Some of you may be wondering what this publication is all about, which is why we have created this FAQ page. Here, we will answer the most commonly asked questions from around the country regarding our program. My door is always open to discuss anything regarding this community — this publication is 100% designed to be your voice!

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 300 agents in the Peninsula of Hampton Roads. We pulled the MLS numbers (by volume) from Jan. 1, 2021, through Dec. 31, 2021, in the Hampton Roads Peninsula area. We cut the list off at No. 300, and the distribution was born. For this year's list, the minimum production level for our group is \$5 million in 2021. The list will reset at the end of 2022 for next year and will continue to update annually.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: The process is simple. Every feature you see has first been nominated. You can nominate REALTORS®, agents, affiliates, brokers, owners or even yourself. Office leaders can also nominate real estate agents. We will consider anyone you bring to our attention because we don't know everyone's story, and we need your help to learn more.

A nomination currently looks like this: Email us at joni@realproducersmag.com with the subject line "Nomination: (Name of Nominee)" and explain why you are nominating the individual. Maybe the person has an amazing story that we need to tell, or perhaps someone overcame extreme obstacles, is an exceptional leader, has the best customer service or gives back to the community in a big way. The next step is an interview with us to ensure a good fit, and then we put the wheels in motion for our writer to conduct an interview and for our photographer to schedule a photo shoot.

Q: WHAT IS THE COST TO FEATURE A REALTOR®, AGENT OR TEAM?

A: Zero, zilch, zippo, nada, nil. **The feature costs nothing**, my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers.

Q: WHO ARE THE PREFERRED PARTNERS?

A: Anyone listed as a preferred partner in the front of the magazine is a part of this community and will have an ad in every issue of the magazine, attend our quarterly events and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every preferred partner you see in this publication. We won't even meet with a business that you have not vetted and stamped for approval, in a sense. Our goal is to create a powerhouse network for the REALTORS® and agents in the area and for the best affiliates so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you have a recommendation for a local business that works with top real estate agents, please let us know. Send an email to joni@realproducersmag.com.

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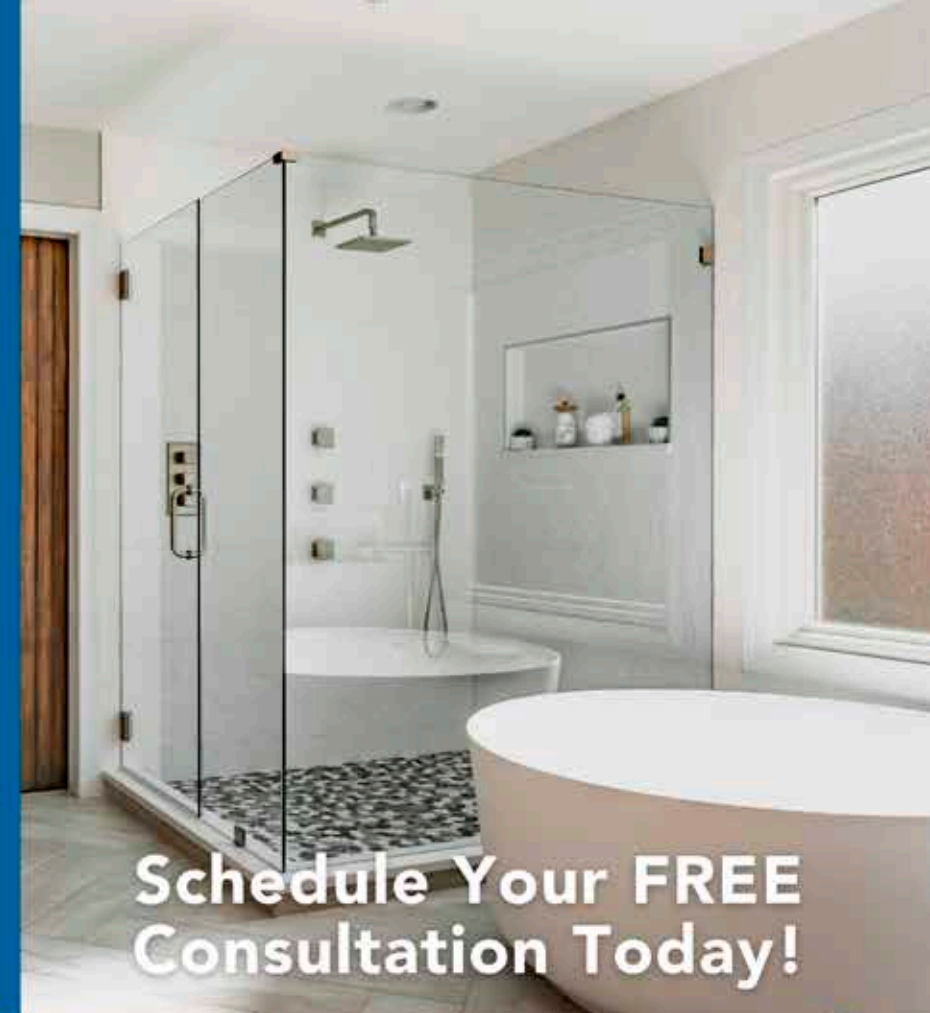
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