

# featuredagent

magazine



*Heather  
Winser*



# Heather Winser

Heather Winser's real estate resume tells any prospective seller or buyer in the Milwaukee Waukesha metro and surrounding areas everything they need to know about the wildly successful listing specialist. For starters, she's received the National Sales Award and has been a member of the Presidents Club each year since 1997. She's also been a top agent in her office dating back to 1996 and the Milwaukee Journal Sentinel has twice named her the "REALTOR® of the Week." Indeed, with more than 20 years of expertise as a listing, buyer's agent and relocation specialist, Heather is about to surpass more than \$200 million in sales.

Callen Construction Muskego



What's perhaps most surprising about Heather's success, is that she has not only done it all as a solo agent, but she's done it as a single mom raising three children. However, unlike many new agents who spend their early years soliciting business from buyers, Heather took the opposite approach. "I have specialized in listings since day one. I focus on resales and I always have." This decision to pursue listings right out of the gate was in part due to advice she received early in her career, when a fellow REALTOR® said to her: "Listings are the name of the game."

Heather immediately set her sights for the top, and from her very first year when she was named Rookie of the Year, she has channeled her enthusiasm, drive, market knowledge, and expertise into premium customer service, second-to-none marketing, and skillful negotiation. The combination has packed a powerful punch — resulting in Heather's listings flying off the market quickly, and for top dollar.

In fact, in 2002, Heather became an Associate Vice President at Shorewest, in record time. To earn the elite status of Associate Vice President, an agent must meet challenging sales requirements for six consecutive years, with no gaps in between. Heather did this in her very first six years.

When asked why she has been successful since day one, Heather is honest when she says, "I do what I say I'm going to do. I do not just put a house on the MLS. I'm guided by my ethics and morals."

On the contrary, Heather turns clients into friends, and fiercely loyal fans, who want nothing more than to share the incredible experiences they've had in working with her. For example, recent clients rave about her saying, "Heather was so easy to work with. She's extremely professional and attentive. She was helpful and encouraging in our buying and selling process and fought for us at every turn. Her wide breadth of knowledge and hard-working nature kept us feeling secure and informed at all times."



# Shorewest REALTORS



“I do what I say I’m going to do.  
I do not just put a house on  
the MLS. I’m guided by  
my ethics and morals.”

With such glowing reviews, it’s easy to see why Heather has been named a 5-Star Best in Client Satisfaction by Milwaukee Magazine every year from 2009-2016. She credits her ability to give each client the attention they deserve through meticulous time management, organizing and planning. In fact, all her marketing, networking and strategizing is done well ahead of listing the home, so that once it hits the market, she can focus her attention on negotiations. It certainly doesn’t hurt that Heather



Heather and her family reside in Lake Country



“If I believe in my heart that an event is going to benefit a good cause, I will do whatever I can to help.”

also happens to find the art of putting together each transaction stimulating. “I love the art of the deal,” she says.

Her morals and ethics also compel Heather to give back to her community and to those in need. From galas to golf tournaments, Heather has frequently sponsored entire events. She is humble when saying, “If I believe in my heart that an event is going to benefit a good cause, I will do whatever I can to help.”

Her principled approach to work and service, coupled with her enviable success have understandably made her incredibly well-respected in her industry. As such, over the course of her career she has served as a trainer for new agents, helping to impart her knowledge, secrets of success, and listing expertise upon those just entering the real estate profession. In the future Heather says she will likely also segue into public speaking and coaching. For now, though, she’s thrilled to be doing the things she loves most in life. “I love what I do. This career has allowed me the flexibility to do the two things I love the most — being a Broker and a mom,” she says with a smile.

As for when Heather isn’t busy selling home after home for sellers? The truth is, she doesn’t have a lot of spare time. Heather has sold more than 140 homes amounting to more than \$33 million in sales in the last three years. But when she does have a bit of free time, there’s nothing that she enjoys more than having honest-to-goodness downtime. “I think and negotiate for a living. When I have a little bit of spare time, I love to just unwind and relax, with golf, working out, or attending a charity event.”



Muskego Lakes Golf Course

*Heather Winser*

Shorewest Realtors® | New Berlin, WI

414.659.0932 | hwinser@shorewest.com | www.hwinser.shorewest.com