

featuredagent

magazine

*Heather
Valentine*





Heather Valentine

Saying that Heather Valentine, Broker and Owner of Valentine Properties, knows how to sell homes in Central Virginia is a huge understatement. Educated in Interior Design, the energetic Heather also purchased her first home when she was just 19 years old. By 21, she'd earned her real estate license and began capturing her own piece of the Metro-Richmond market share, and hasn't slowed down in the years that have followed.

In fact, by 2008, Heather and her husband Austin Bergman launched Valentine Properties, and were featured as "Next Generation REALTORS®" in *Listed*, the publication of the Richmond Association of REALTORS®. "We started our careers working at a large local brokerage, and a national brokerage, but we were ready to grow our own referral-based business," Heather says.

Their entrepreneurial endeavor was a smashing success from the start. With Heather's unique skills

in home staging and expertise in home décor, the two began solidifying their reputation as the team in Central Virginia best equipped to help homeowners to "sell homes for the most amount of money, without spending a lot of money."

"How a home looks is very important in our market. It's crucial that a home is properly prepared to be listed," Heather says. "Little tweaks can make such a big difference in the final sales price."

Make no mistake though, it's not just her impeccable design skills and marketing savvy that are responsible for Valentine Properties' unbelievable success. Heather counts an incredible 98% of her business directly by referral, and attributes the firm's popularity in large part due to her commitment to helping buyers and sellers in any way possible. "We are here to provide good advice now, and for the future," she says. "We build business-friendships with our clients."



Because she and Austin have built a debt-free business, including owning the building that houses their office, she explains that the team at Valentine Properties is able to focus solely on the needs of their clients. “We aren’t worried about commission checks. Those will come. We are able to focus exclusively on taking care of our clients.”

To show their gratitude to their loyal clients, Heather and Austin created a unique Client Appreciation program, which she says brings her absolute joy. “We host parties every year with 250-300 past clients and referring partners. This year we are doing a Great Gatsby theme, with a full band, food and drinks. We also send gifts to our clients on special occasions. We send all of their year-end tax forms to them, too. We want our clients to know that we are in this with them for the long haul.”

With such relentless dedication to client service, coupled with incredible negotiation and design





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skills, it is easy to see why Heather was recognized as a “30 under 30” by the National Association of REALTORS®. In addition, Heather and Austin have been in the Top 10 Teams in all of Central Virginia since 2012. They are also currently the #1 Sales Team in Chesterfield County. In 2016, Heather and Austin sold a whopping 220 properties.

In addition to running their thriving business, and raising two daughters, ages 6 and 9, Heather and Austin have made it a priority to give back to the community in which they live, work, and play. They donate to multiple local charities and have even launched their own charitable fund, the Have a Heart Foundation. “Our non-profit will benefit

those who don’t necessarily fit into a category of existing charities. For example, we funded the building of a wheelchair ramp at the home of a client whose daughter is disabled. We also helped a friend from our gym to afford a prosthetic arm that he needed. The Have a Heart Foundation will help those who haven’t had help that they need,” she says.

As far as the future is concerned, Heather is looking forward to all that is yet to come. That will include growing the brokerage, and likely expanding into a new market sooner, rather than later. “Our goal as a brokerage is to help other agents to be able to grow their own referral based business.”

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