

featuredagent

magazine

*Jennifer
Beeston*





Jennifer Beeston

When she was just 26 years old, Jennifer Beeston and her husband bought their first home together. But when the first bill arrived in the mail, she wasn't anticipating the astronomical difference in payment she'd have to deliver to afford their new property. At the time, she hadn't known the right questions to ask, nor how the lending process truly worked. When Jennifer decided to become a mortgage professional herself, she knew she would do things differently and vowed to be proactive in arming clients with the information necessary to make wise financing decisions on the path to homeownership.

Jennifer got her first taste of the industry in 2007 under Washington Mutual's mentorship program, but due to the economic downturn, her experience with the banking giant was cut short. However, her natural talent made an impression on her boss at the time, who brought her along to his next venture. It was there that Jennifer dedicated herself to learning

the ropes and deciphering the intricacies of the lending process and its varied products, all to meaningfully serve clients with transparency, efficacy, and an authentic investment in their long-term financial well-being. In fact, Jennifer's hard work and delivery has earned her recognition on the national stage, ranking in the top 1% of mortgage originators countrywide per Mortgage Executive magazine.

Today, Jennifer serves as the Branch Manager and VP of Mortgage Lending under the banner of Guaranteed Rate. She leads a capable team of five based out of their Sonoma County office and can offer lending options across all 50 states, though the bulk of their business is situated in Northern California and recently, the state of Washington. There, Jennifer's sister and professional right hand, Sarah, serves as a presence in Seattle and acts as the team's legal savvy, parlaying her prior experience in law to great effect as a reliable guidelines expert. Jennifer's team is



further rounded out by Lauren, Krissy, Kristina, and Leanne, all of whom uphold a stellar standard of client-centric care in their respective, integral roles. “We run on then Golden Rule,” Jennifer says. “I treat my clients how I wish I had been treated all those years ago. We make sure our clients understand their options and exactly what they are getting into. I always say that my team is like a group of Mama bears — we will protect you and take care of you as if you were our own. Everyone on my team has a big heart and an amazing work ethic.”

With 95% of their business generated by REALTOR® referral partners and past clients, the team’s ability to deliver capably and consistently is woven into the fabric of their practice. “We take care of people and we know our guidelines inside and out,” Jennifer says. “Above all, we don’t compromise on our values. We talk to all of our clients about their needs and goals and we have products to fit every lifestyle.” Considering

integrity and transparency are the foremost drivers of Jennifer’s professional ethos, it is little wonder that repeat and referral clientele keeps business booming, with her team closing an average of 130-170 loans per year, oftentimes with less than a 25-day turnaround. Likewise, Jennifer and her team take a 21st century approach to educating their REALTOR® referral partners and buyers. They have recently ventured into YouTube educational videos and social media posts tackling major industry topics to bring financial education to a digital audience. Considering the most cherished aspect of her work, Jennifer cites the personal connections and impact made on those navigating the often-treacherous waters of homeownership. “I love the excitement. My favorite part of what I do is helping people. Every time someone buys a house, it’s an emotional experience, but if you help that experience be a positive one, it is incredibly rewarding.”

To give back, Jennifer and her husband give regularly



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► Jennifer and her son, Jack, are die-hard Disney fans and enjoy a mother and son trip to Disneyland or Disneyworld every year.



to charitable efforts, recently sponsoring a kindergarten class through the Thorn Tree Project, as well as donating to help build nutrition centers for the Nepal Youth Foundation. Jennifer also gives a portion of her income from every loan to the Guaranteed Rate Foundation. “The Guaranteed Rate Foundation is really doing a great job helping people around the country. I am so proud to work for a company that does not just care about money but also cares about making a positive impact and doing the right thing — and that is a good thing,” Jennifer says. In her free hours, Jennifer splits time between her home in California and in Manhattan, a lifestyle afforded to her by Guaranteed Rate’s top-tier digital infrastructure. When at home in Sonoma County, Jennifer enjoys

gardening and spending time with her husband and son. When in Manhattan, she relishes New York’s dynamic food and wine scene.

As for the future, Jennifer has plans to continue her business’s robust year-over-year growth, building on their established base of referral partners and further refining the client experience her team offers. Ten years after her career began, the same unflagging ambition and compassion for her clients drives Jennifer’s business onward. Equipped with an expert’s insight and a superlative squad of mortgage professionals at her side, the years to come will assuredly yield sustained promise and triumphs for Jennifer Beeston and her team.

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