

# featuredagent

magazine

*Janis  
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Janis Havice, Broker/Owner of Lakes and Country Real Estate — with offices in Bloomington and Paw Paw, Michigan — knew that she wanted to own her own real estate company since her early days as a real estate agent. Driven by a true passion for helping others, her ambition led her to do just that, and the results thus far have been nothing short of spectacular.

Armed with a degree in education, Janis remains convinced that launching her real estate career in 2011 was the best decision she's ever made. "I love working with people, and I love educating others," she says. "I enjoy holding a client's hand through the entire buying or selling process, and I love seeing them achieve their goals. I also have a lot of fun with clients, and we end up bonding as friends," she explains.

In fact, it was her love of forming and maintaining relationships with her clients that propelled Janis to test the entrepreneurial waters via owning her own brokerage. "I was on a high producing team at a national real estate company. I understood the business, but I saw that something was missing. That was the ongoing contact with the client. I would get a client under contract, and then they were passed on to someone else. It felt like an assembly line, and I lost that connection with clients through that process. I wanted to be the one to be there with them from start to finish," she explains.

As such, she formulated a plan. "My goal when I got into real estate was to have my own brokerage within 10 years. I did it in three years, which was the minimum amount of time required to become a broker," she recalls.



As luck, or maybe fate would have it, Janis found the perfect opportunity to own her own business through purchasing an existing brokerage. “I told the former Lakes and Country broker that I wanted the opportunity to give clients all of my attention throughout the entire process, and I wanted my brokerage to reflect that. She supported that. I was able to buy the business, and told her I was going to make a better real estate company for clients in small towns in Southwest Michigan,” Janis says.

By focusing on the unique needs of clients looking for the lakeshore lifestyle, and through firsthand experience in the demands and rewards afforded by living on farm, equestrian or other country properties with acreage, Janis took Lakes and Country Real Estate from \$6 Million in sales to \$26 Million in sales in just two years. Yet, she admits that she



did not do it alone. “I love my agents,” she says. “Our offices are like a big family. We have created a fun atmosphere and environment. It’s so exciting



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that sometimes I have to pinch myself to believe it.” Suffice it to say, the family-like team lives, plays, and loves the lake and country communities where they work. They also give back to these same communities through a number of ways. For example, Janis says that she’ll be soon launching a movie night, with all proceeds going to charity. In addition, “We sponsor local little league and soccer teams, and we support Big Brothers, Big Sisters,” Janis says. “We are also launching a scholarship

fund for entrepreneur students in schools in the communities where we have offices,” she adds.

That scholarship fund will undoubtedly grow to include even more communities in the coming years. Indeed, Janis says that within the next decade she plans to open at least three more offices in nearby communities. “We will be expanding, but we will continue to focus on the smaller towns. That’s what we know, and what we love,” she says.

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