

TOP AGENT MAGAZINE



TANYA BEELER

In today's real estate market, it pays to be creative when coming up with ways to stay at the forefront of the industry. For Tanya Beeler of Windermere West, LLC, being creative and having fun are just some of the perks of her job. "Even though I'm a traditional real estate agent, I'm always thinking of new ideas and strategies to make my business stronger," says Tanya. Field Trip Friday is just one of the strategies Tanya came up with. Specializing in the Orenco Station area of Hillsboro, Tanya makes it a point to explore Portland and surrounding areas such as The Pearl, John's Landing, Alberta and Clinton to discover what's new. "I'll pick a vendor or friend and schedule lunch or happy hour to check out new restaurants, then we'll visit the neighborhoods to look at houses or developments in different price ranges. I take lots of photos and post them to my business Facebook page. It's fun and it helps my business because I'm able to give my clients detailed information about the area."

Scoping out different homes and neighborhoods is something Tanya's always had an affinity for. "My stepdad was an officer in the military so we moved a lot from state to state. I liked the whole process of finding a new place to live." In 2008, after a career as a personal banker, Tanya knew she wanted to dive into real estate. It may not have been the ideal time to start out in the industry as the housing market was taking a tumble, but it was the perfect time for Tanya. "It was the best time to start because I didn't know how great it was before then. I had to work really hard to learn the business," recalls Tanya. But even then, she knew she made the right choice. "Once I got started, I loved it. Every day is exciting and rewarding. It's never felt like a job to me."

Perhaps that passion for the business is what keeps her so upbeat and positive—something her clients appreciate. "No matter what happens in this up-and-down industry, I always remain positive. When something doesn't go as expected, I don't get angry—I find a solution," Tanya said. "I'm old school when it comes to putting in the hours and doing the work but

I'm passionate about taking care of people. When we're all done and my client says to me, 'that's it?' I know I've exceeded their expectations."

Committed to making her community a thriving one, Tanya serves as an elected member of the Junior League Nominating and Placement Committee. As part of the organization, Tanya volunteers with various charities such as Ronald McDonald House and Rafael House. Every year she organizes an egg hunt for the Orenco community, complete with thousands of candy-filled eggs and a visit from the Easter bunny. Recently, Tanya was invited to be a member of the Community Real Estate Network, a group made up of top agents in the area who meet to network, share ideas and discuss the current market.

For the last five years, Tanya's been named a 5 Star Professional by Portland Monthly Magazine and has been a member of the Master's Circle for selling over \$5 million in real estate per year. Although Tanya has already seen her hard work pay off, she's just getting started. In the future, Tanya envisions expanding her business and is currently pursuing her principal broker's license. She also plans to donate a set dollar amount from every transaction to local charity. "If your hands are open to receiving money, you should be open to giving it as well." If Tanya's success so far is any indication, her community will certainly benefit greatly from her generosity.



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