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Jeni Hubenschmidt

Reaping the Rewards of Real Estate Done Right

Written By: **Jane K. Asher, Ph.D.**

Photo Credit: **Eugen Muntean with Square Tangerine Productions**

Photos taken at **Toll Brothers at Montcaret in Northville**

Jeni Hubenschmidt never imagined that she'd end up in real estate. "Funny enough, I always swore I would never be in sales," Hubenschmidt said. "I loved marketing but wanted nothing to do with selling."

After earning a degree in psychology, business and marketing from The University of Michigan Dearborn, Hubenschmidt worked in marketing and hospitality with the Detroit Tigers and with CATCH, Sparky Anderson's Charity for Children. She later went on to become the brand manager for The Detroit News.

Then one day when she was at the Northville Hills Community Clubhouse doing some event planning, she crossed paths with some top executives from Toll Brothers, one of whom asked her, "why don't you work for us?" After some back-and-forth, Hubenschmidt was sold on the idea of transitioning from marketing to sales. She called her husband and said, "I think I found a new career!"

In 2000, Hubenschmidt joined Toll Brothers where she began selling at The Villas at Northville Hills. As a sales manager and associate broker for Toll Brothers, Huben-



schmidt opened and sold homes in the Steeplechase community and in Northville Hills Estates until 2010 when she left Toll Brothers and became a member of the Patti Mullen Team at Remerica Hometown One. “I found through my years at Toll that I absolutely loved helping people build their dream homes and realized that I could still do that, eventually run my own business and enjoy my family all at the same time,” Hubenschmidt said.

In 2016, Hubenschmidt went out on her own, still with Remerica Hometown One where she serves as an associate broker. “My biggest challenge was having faith in myself,” she said. “I would look at the ‘big dogs’ in the industry and wonder if I could ever hang. Those same big dogs are the ones who have helped me realize that I can be one of them.”

Over time, the initial challenge of starting her own business gave way to one of the most rewarding experiences of her career. “I soon figured out that I was pretty darn good at this,” Hubenschmidt said. Today, Hubenschmidt has a career volume of approximately

\$180 million in resale, and she projects that her 2019 sales volume will exceed her \$18 million 2018 sales volume by \$8 million. “I push myself to always be my best and seeing that I am coming up on my best year yet, it feels pretty great!” she said.

Right now, Hubenschmidt is passionate about her clients’ satisfaction because approximately 98% of her business is referral-based. For many years, Hubenschmidt has worked alongside Jamie Begin, a licensed admin. “The combo of Jamie and me and how we both view the business is what makes our team awesome. She is my ‘left side’, and we just click in working together,” Hubenschmidt said. “I believe in taking care of my clients like they are family and hope that it shows in everything we do.”

Hubenschmidt’s short-term goal is to grow her business and create a team of agents who share her passion for client satisfaction. “Real Estate allows you to set and reach for great personal finance goals as well — for me, I could do this forever. On the other hand, my goal for my husband is early retirement,” Hubenschmidt said.



Hubenschmidt's family of four — six if you include their four-legged friends — includes her husband Jesse; daughters Allie, 15, and Avery, 12; and dogs Dude and Marley. “We love to have fun outside together in the summer and at the rink year-round,” Hubenschmidt said. Both of Hubenschmidt's daughters play on HoneyBaked Hockey Club's girls travel teams, and Hubenschmidt and her husband enjoy watching and supporting them. “All of the hockey also allows us to travel — which we love to do as a family,” Hubenschmidt said. In addition to hockey, both girls play lacrosse, Avery plays on her middle school volleyball team and Allie plays on her school's varsity field hockey team.

In her free time, Hubenschmidt enjoys dancing, sewing, shopping, hanging out and hosting friends, and pom — she was a long-time high school pompon coach in Novi to a team that won multiple state championships. Hubenschmidt loves listening to country music — especially Old Dominion and Blake Shelton — and 90's hip hop. She supports her family's school district, South Lyon Schools, and is committed to investing in the people who educate our youth. Although she no longer does marketing for CATCH, she continues to support its mission through volunteering, and in

honor of a dear friend who passed away too soon, Hubenschmidt also supports AIM at Melanoma.

“I went through medical issues early on in my adulthood that helped me keep everything in perspective and adopt a glass-half-full outlook on life,” Hubenschmidt said. “I have always believed that if you are happy, you are productive, and nothing in life is more satisfying or important to me than being happy and seeing others happy.”

In her business, Hubenschmidt finds happiness in connecting with those around her and in being true to herself and to her clients, and she is grateful for the positive influences that successful agents have had on her real estate career. She also embraces the mentality that was instilled in her by her father. “My dad always taught me that if something was worth doing, it was worth doing right,” Hubenschmidt said. “This advice epitomizes the way I live my life and the way I run my business — there isn't a penny of commission out there that is worth doing the ‘wrong’ thing.”

Hubenschmidt knows that real estate is ‘worth doing’ and that doing it ‘right’ means being fair and caring with clients and peers alike. “My advice for up-and-coming agents is to let your clients see the real you — let them see your casual side. Show up in your jeans if that is what you usually wear, don't put on a suit just to ‘feel business-like.’ You will often find Jamie and me wearing Homes by Jeni baseball hats that our clients recognize as our ‘thinking caps.’ Clients will appreciate how down-to-earth you are with them in a really stressful time in their lives,” she said. “I feel that I connect with my clients really well. I listen and try to understand; however, I am also not afraid to tell them what they need to hear. The more you let your clients talk and you listen to where they are coming from, the more they know you care and understand and most importantly, have their back.”

She also knows that shaping a worthwhile career and a thriving business, as well as leading a happy life, are no easy feats but achievable with the right mindset and dedication. “You can be a mom, a business owner, a wife, a friend, a sister, a daughter, etc., and do it all successfully as long as you have balance,” she said. “You can wear a million hats and not be the ‘Mad Hatter’.”



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