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COVER STORY

Judy Huebner

RISING STAR:

KELLI KREUSER

CELEBRATING LEADERS:

JOE HORNING

SPONSOR SPOTLIGHT:

VARITAY STUDIOS

cover story

By Anne Matteucci | Photos by Varitay Studios



Dream Catching with
JUDY
Huebner

KELLER WILLIAMS REALTY

Judy Huebner has been absolutely rocking the real estate game for the past 11 years. A member of the National Association of REALTORS®, Judy and her team have helped 140 families just last year, with a total volume of \$46 million. Though she started her real estate career in 2010, Judy has experience working in other industries as well.

“After high school, I began working in downtown Chicago,” she said. “I worked at US Gypsum as an inside sales agent at the age of 17. One of my clients ended up offering me a job as a manufacturer’s representative in the lawn and garden industry selling product to garden centers from over 20 vendors. When I first started my professional journey, it was a male-dominated industry, but that never deterred my dreams or goals for myself. Growing up, my family always made me feel as if I could do whatever I wanted to do, so I put all of my beliefs into that.”

Judy decided to relocate to Milwaukee and ended up starting her own manufacturer’s representative agency, Growing Sales, a few years later.

“I continued my own journey in order to feel more in control of my path and to grow on my well-established reputation within the industry,” she said. “I found new clients and focused on growth within Wisconsin and nationally. All my life, I was paid on commission only, which has instilled a strong work ethic and enthusiasm for sales.”

Then, in 2006, Judy noticed the real estate industry experiencing an influx of business and saw an opportunity.

“While I still owned Growing Sales, I became an investor and purchased 13 properties within a few years for additional income,” she said. “I loved all aspects of real estate and found it to be very stimulating. The lawn and garden industry was beginning





to change and it felt like I was ready for change as well. I sold my representative agency and became a REALTOR® in 2010.”

But in 2010, Judy started in real estate during a downturn market. She knew she had to find a way to do real estate differently and provide a unique offering.

“I initiated a program reaching out to local funeral homes to help design a package for individuals and families that have inherited property from a lost family member,” she said. “I then participated in state and national trade shows to create a national referral program. That same year, I created PATH – ‘Positive Action Toward Housing’ — hosting seminars that help low-income families get down payment assistance from the state. Unfortunately, both of these programs were a bust, but I got back to the drawing board.”

By the end of that first year, Judy researched and pursued innovative online marketing sources and created multiple lead generation systems. This turned out to be very successful, and with the influx of leads, she needed to create a team and founded the House to Home Team in 2011.

“Now, the House to Home Team is one of the top producers in real estate in Milwaukee and surrounding suburban areas with a team of ten women professionals,” she said. “The team includes four

buyer’s agents, a transaction coordinator, two inside sales agents, an administrative manager, and a marketing/web designer. My husband, Wayne, a successful, award-winning art director, oversees our marketing.”

House to Home Team’s mission is to build strong relationships with its surrounding communities, working together for smooth transactions, and advising clients through every step in finding their ideal home.

“I’m very proud to be among such amazing women at the House to Home Team,” Judy said. “They’re a group of outstanding women that have integrity, creativity, support each other, and are in real estate because they truly love helping people. We also make sure we have fun — because after all — girls just wanna have fun!”

Most recently, Judy joined Keller Williams Realty in October 2019 as an agent and investor in its Germantown office.

“I love working at Keller Williams for its outstanding education, technology, and professional marketing,” she said. “They provide numerous tools to help you evaluate sales and grow your business. They offer profit sharing for all employees, and I’m continuously amazed by the many talented agents that are willing to share their knowledge and experience.”

FAMILY LIFE

“I grew up in Chicago — one of eight kids — seven girls and one boy,” Judy said. “I was the fourth oldest, very social with the 96 kids on our block, and was always the one taking lead in organizing our plays and scavenger hunts. Coming from a family that large, I quickly learned how to be resourceful and resilient.”

An independent child, Judy started working at age 14 and quickly appreciated the value of hard work and reward. Judy appreciates her professional team of women agents and staff and empowers them in any way that she can. Outside of her siblings, Judy has a loving family of her own.

“We have two sons, Dane and Adam, two daughters, Paress and Kali, one daughter-in-law, Anith, and two darling granddaughters, Xochitl and Adeline,” she said. “Many of you may already know my daughter Paress is on the House to Home Team. Paress was a special education teacher prior to becoming a REALTOR®. I have loved to watch her grow and prosper in real estate and am thrilled to share the same passion. Adam’s worked as a director of health services in third-world countries providing opportunities for us to travel to Africa, Thailand, Cambodia, Vietnam, Korea, Sierra Leone, and Laos. Dane’s been a world-renowned and award-winning cheesemaker, and Kali’s just begun her own art agency, curating and facilitating commissioned art murals across the country.”

Judy’s been happily married to her husband, Wayne, for 35 years now.

“We love to travel internationally to experience different cultures and ways of life,” she said. “We like to have at least one exotic trip a year, and I’m very grateful for such a team that I can take time off and know my clients are in good hands. While at home, we enjoy living in Mequon on the Milwaukee River and love being surrounded by all the nature and wildlife our backyard holds.”

Judy also enjoys hanging out with family, meeting new friends, travel, golf, entertaining friends at home, trying new restaurants, going to art



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Judy with her sons, Dane and Adam, husband, Wayne, and daughters, Paress and Kali, along with the family dog, Koua.

and music festivals, and especially loves dancing to blues and rock music. She’s also involved in several charitable organizations.

“Beyond our day-to-day duties, we’re involved in charitable events that have become an essential part of our team’s culture,” she said. “This includes our work with Feeding America, Hunger Task Force, Eastbrook Food Pantry, Joyce Meyer Ministries, and a local women’s shelter.”

Right now, Judy’s most passionate about making positive changes to help accommodate her clients in this challenging market. While it’s about negotiating the best possible outcome for clients, it’s also finding solutions

to address the lack of inventory to be able to fulfill buyer’s needs.

“I love real estate because it’s fast-paced, ever-evolving, and always a good challenge,” she said. “I love advocating for my clients and negotiating on their behalf for their best possible outcome.”

Looking ahead, Judy is excited about all of the possibilities real estate holds for her.

“I’m excited to see what tomorrow brings, and what will come in ten years,” she said. “I foresee myself being in the business for a long time to come. I’m grateful to God for all of the blessings that my family and my team

have received and all of the people that come into both my personal and professional life. We’re not promised a tomorrow, so make today count.”

Being successful for Judy has a lot to do with accountability.

“Success to me is when our clients know they can count on us,” she said. “We work hard to gain our clients’ trust so they would feel comfortable referring us to their closest friends and family members.” Which, ultimately, has been one of the most rewarding parts of her business.

“We’re so grateful for our clients allowing us to assist in one of the biggest events in their lives,” she said.

