



leader/broker ◀◀

Written By Jill Clair Gentry
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SANDY WISE

of Wise Living Real Estate

WISE LIVING REAL ESTATE SERVES COMMUNITY & PROVIDES EXPERTISE TO CLIENTS

To say Sandy Wise has an entrepreneurial spirit might be an understatement. He's spent nearly 30 years building a dizzying array of businesses in Baldwin County—including fencing, climate-controlled storage buildings, boat storage, commercial warehouse space, residential and commercial construction, vacation rentals—and in 2018, he opened a real estate brokerage in Fairhope with business partner Laura Norton.

"My college degree was in real estate finance, and I always said I was going to end up in real estate one day," Wise says. "It took me 20 years to get there, but I wouldn't change a thing. I have a great network today because I have been involved in all these different businesses for so many years."

BORN TO HONOR A LEGACY

Wise Living was created after the devastating 2017 loss of Wise's 19-year-old son, Henry, in an effort to fund organizations that Henry loved, make a difference in the lives of other teens and support first responders.

"We started the HAW 5 foundation after we lost Henry in a boating accident, and rather than rely on donations, we decided the best way to keep the foundation going was to fund it ourselves through proceeds from real estate transactions," Wise says. "So Laura and I, who had been on a real estate team together for five years, decided to open Wise Living Real Estate in January 2018, six months after Henry's accident."



Wise Living Real Estate has closed over \$100 million in transactions since it began, and a portion of every transaction goes to the foundation.

"Every day, I get to get up list and sell a piece of property and make one more contribution, whether that's sending a mother and son to JH Ranch in California, sponsoring a teenager's spring break mission trip to Honduras, sending a kid to YoungLife Camp or writing a check to a family after they experience something similar to what we went through," Wise says.

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BUILT TO GROW

When Norton and Wise founded Wise Living, they knew it would grow quickly, so they invested on the front end. Wise Living specializes in residential and commercial real estate, vacation rentals and property management.

“We invested in our company as if it was a company with 100 REALTORS® already doing \$100 million in sales,” Wise says. “We went ahead and set it up so we could just fill the funnel. We also made sure to find the right talent for our team.”

Just as Wise and Norton bring vastly different and complementary skill sets to their partnership—Wise has 25 years of experience as a general contractor, property owner and vacation rental expert, while Norton is a brilliant real estate agent with a magnetic personality—the company seeks out agents and staff that add value to their customers. One agent specializes in commercial and residential real estate and serves customers who own businesses, so they don’t have to work with separate REALTORS® to find a home as well as office space. Another agent assists with clients’ interior design needs.

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Wise says whether it’s recommending an electrician to install a plug for a buyer’s Tesla, serving short-term rental clients or advising a buyer or seller about possibilities for a remodel, he wants Wise Living to be a one-stop-shop for its clients.

“We want to offer our clients all the knowledge within our organization to make every transaction as easy as possible,” Wise says.

