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TOP PRODUCER

Kendra
HAVEMEIER



KENNEDY RAE

havemeier

▶ top producer

By Robbyn Moore

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**Finding Her
Sole Purpose
in Real Estate**

Before launching into a very successful real estate career, Kendra Havemeier was putting her best foot forward and breaking sales goals selling footwear for ALDO Shoes. An extremely self-driven and passionate person, Kendra is caring and attentive toward her customers, leading her to earn elite club-level awards across the country, winning a cruise and a meeting with company founder Aldo Bensadoun. Her savvy skills secured a promotion for her to a flagship store in Chicago, which threw her into real-world experiences and created a stronger level of independence, and ultimately, shaped her for a future she had yet to discover in real estate.

As successful as she was at making strides within the shoe industry, Kendra wanted to use her talents in a bigger way and sell something that had a greater impact on the lives of others. “I would chat about having bigger goals and dreams for myself with a good friend from the store,” she recalled. “We both worked much more than 40 hours a week and felt we didn’t get paid our worth. One day we started discussing the idea of real estate, and that night, I did a ton of research and decided the next day, ‘I’m in!’”

In August 2014, while still working at ALDO, Kendra obtained her real estate license and began her real estate journey with Bellabay Realty Group — Grand Rapids. She continued working both jobs until she received her first paycheck, which wasn’t for six months. Three years later, Kendra acquired her broker’s license.

“I am so thankful for my Bellabay family, who pushed me to go far and to see my strength as a real estate agent and as a mentor,” Kendra said.

In 2015, Kendra was Bellabay Realty’s Rookie of the Year. In 2016, she was a Greater Regional Association of REALTORS® Leadership Academy (GRARLA) graduate, and by 2017, Kendra was awarded Bellabay Realty’s Top Individual Sales. In 2018, she earned Bellabay Realty’s Top Individual Sales award, followed by achieving Bellabay Realty’s Top Three Individual Sales and Top Listing Agent in 2019 and 2020. Kendra has also served as the vice president and chairperson of the Greater Regional Alliance of REALTORS® Young Professionals Network and secretary for

West Michigan Women’s Council of REALTORS®.

Kendra is currently an associate broker/partner with Michael Balsitis at Bellabay Realty — Grand Rapids. They have a team of 23 agents and 10 others within their lead program. “What I think is really unique about our lead program is that it offers great opportunities for new agents to get out there and meet buyers who want to purchase a home,” Kendra shared. “The goal of this program is to have a group of agents who cheer each other on and help each other along the way.”

Kendra also leads the team’s biweekly accountability meetings to review and discuss issues in the industry so that agents can serve their clients better. “I am very passionate about cultivating our team and identifying growth opportunities for agents within the company,” Kendra said. “I am also eager to add more agents to our group, and through our training programs, equip them with all the necessary tools for a great start to their career.”

Kendra typically sells 50-60 houses a year in addition to the 60-70 houses

she sells through her lead program. Her straightforward business approach is results-driven and filled with a fun and engaging environment. “Real estate should be a simple process that doesn’t need to be overcomplicated,” Kendra said. “In addition to finding solutions that will grow my agent’s business, I am all about simplifying the process for my clients. My tagline is ‘explore the simple side of buying and selling,’ and I can honestly say I live by those words.”

While Kendra was growing up, her parents were shining examples of hard work and determination; they taught her the value of goal-setting and to chase after her passions in life. These fundamental tools have helped Kendra along her pathway to success, but she admitted that her biggest challenge is dealing with failure, especially in competitive real estate markets. “There are definitely going to be letdowns and rejections,” Kendra explained. “But I always tell myself — and my buyers — to simply learn from the experience and to move on to the next one.”

Nearly two years ago, Kendra’s husband, Mike, got his real estate





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license to focus on flipping homes. “Together, we share our love for real estate,” Kendra said. “I find the house, he flips it, then I sell it — it’s a great team effort.” When the couple isn’t working, they enjoy hiking, kayaking and swimming. They also find time to hang out with their Shih Tzu named Bitsy, as well as boating and entertaining with friends and family.

Kendra defines success as discovering her “why” and living with passion every day. She often tells

her new agents to be patient, find a champion in mentors and advisors, and never give up. “Hard work pays off, and smart work pays dividends,” she said. “I’m always stressing to others to not overthink everything and to make solid connections with experts in their respective professions — that’s the key to offering the best client service.”

Because Kendra loves all the different avenues that real estate offers, she has a wide range of plans for the

future. “I want to grow our lead programs to help newer agents, and to add multiple offices and expand current offices. I’d also like to own a few Airbnbs and to continue helping my husband develop his flipping business with more investment properties.”

From selling shoes to selling homes, Kendra has never shied away from tackling a challenge. “To achieve great things, you have to believe in yourself,” she said. “And if you take calculated risks, you will go far!”



KENDRA HAVEMEIER

616-821-5525

kendrahavemeier@gmail.com

Bellabay Realty

www.havemeierhomes.com