

# Lori Jensen brings First Weber to Cambridge

By Tristan McGough  
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With claims to be the largest realtor in Wisconsin, First Weber Real Estate, with its headquarters in Madison, has more than 70 offices and almost 1,200 real estate professionals throughout the state.

Last year, one of First Weber's newest offices was opened in Cambridge, Lori Jensen & Becker Associates. Since its establishment, the Cambridge office has been serving all of Jefferson County and southeastern Dane County.

The Cambridge story begins in February, 1984, when Lori Jensen (then Lori Becker), was hired by Weber Realty, Inc. to work for their east Madison office where she worked for the sales manager with a staff of approximately 15 agents.

Jensen quickly embraced the real estate industry and enjoyed the fast pace of the office environment. Within a year of working at the east office, she was promoted to work for the president of Weber Realty, Thomas W. Weber, Sr.

Recalling those formative years in the burgeoning realty industry, Jensen reveals, "This was a wonderful opportunity because it broadened my knowledge of not only real estate, but land development, new construction, property management and relocation services."

But, besides having a knack for the industry, the unique fact that she was privileged to work under the direction of Thomas W. Weber, Sr. was a boon all on its own. Weber served as not only a practical mentor, offering

his insights into the realty industry, but also acted as an ethical model of how to act in the best interests of the client served.

"Thomas W. Weber, Sr. was a pioneer in the real estate industry in so many ways," Jensen says. "I consider myself to have been very blessed to have worked under his wing."

After the untimely passing of Weber Sr., Lori continued to work for Weber Realty under the direction of Robert Weber. Lori's new title was sales coordinator, where she was responsible for interviewing and recruiting new agents.

A significant merger occurred in 1996: Weber Realty and First Realty merged, forming what is now the #1 real estate company in south central Wisconsin, First Weber Real Estate. Jensen continued to work and help the company prosper under the new banner.

Making a career decision in 2001, Lori left her salaried position in Madison to manage the Lake Mills office and concentrate on selling real estate. Under her deft management and over the next decade, the LM office quickly grew from four agents to 20-plus agents. However, the duties of management demanded the lion's share of her career time.

Finally in 2012, Lori left management and its responsibilities to focus on selling real estate full time. It didn't take long for her to realize that all those years spent encouraging others to sell real estate was advice she was now ready to take herself; she was finally doing what she was meant to do.

Fortunately, the real estate

market continued to generate unprecedented momentum, as did Jensen's business.

At this point, Jensen's cousin, Melanie Becker, enters the story. Becker had been working in the real estate industry for a few years and for a different company. Jensen took note of how her cousin Melanie was making her mark in the real estate market. Soon after, Jensen approached her cousin about joining First Weber, while in the back of her mind she was hoping that, ultimately, someday they could work together professionally.

After thoughtful consideration, Becker decided to make the move and joined First Weber. Not only was she eager to work with her talented cousin, but being familiar with the trade, she was excited about the products and services First Weber made available to her on behalf of clients. She liked the idea that First Weber encouraged individual contributions and was a strong supporter of the community in which offices took root.

The move proved to be a good choice, especially in light of the fact that the business she had been a part of exploded the following year. As a native of Fort Atkinson, Becker does an excellent job from start to finish with all of her clients and customers in the area she knows so well.

Hard working and down-to-earth, Becker knows how to get the job done. She has been licensed since 2010 and specializes in residential real estate sales, along with commercial sales.



Lori, Ben and Melanie cover a wide area around Cambridge, including Lake Ripley. (Photo submitted by Tristan McGough)

Both the real estate industry as a whole and her cousin's business in specific continued to excel in expectations.

Then, out-of-the blue, Jensen found herself recruiting another family member, this time her nephew, Ben Becker. Ben's knowledge of technology coupled with his degree in Human Geography from UW-Stevens Point would give the team an added edge to the ever-changing world involving social media and advanced marketing. Additionally, Ben Becker has the ability to see the big picture; he sells and manages the three-family member team of Lori Jensen & Becker Associates.

Last June of 2016, the team took a leap of faith and opened their own office, located at 113 W. Main St. in Cambridge. This was an ideal location, as they are positioned to serve all of Jefferson County, as well as southeastern Dane County.

Today, Lori Jensen, Melanie Becker and Ben Becker are deeply involved in providing the people and businesses they serve with the properties of their dreams. For more information on selling or buying real estate in the area, contact Lori Jensen & Becker Associates at 608-423-3707, or email them at their team email address, jensenandbecker@firstweber.com.



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