

Lori Jensen & Becker Realtors hone lake property expertise

By *Tristan McGough*
Special to the Lakes Edition

When the three member team of Lori Jensen & Becker Realtors took a united "leap of faith" and opened their own real estate office at 113 W. Main St. in downtown Cambridge June of 2016, they were hoping the promising upturn in the economy would positively affect the housing market.

"It has!" proclaims Lori Jensen, CRS, GRI, and ASP, the founder of the firm.

She is also the Senior Executive Associate and managerial mind behind the trifecta of realtors, which includes Melanie Becker, Jensen's cousin, as well as Ben Becker, her nephew. Their company is under the brokerage umbrella of First Weber, Inc., a Berkshire Hathaway affiliate.

Jensen made a life-changing career decision back in 2001 when she left a secure salaried position in Madison to avail herself of a new opportunity that had been offered her to take charge and manage the First Weber Office in Lake Mills. While Jensen adeptly organized and successfully directed the realty office over the next decade, it grew and continued to expand its field force, increasing from four agents to 20-plus

agents. However, during that period, the duties of management demanded most of her career time and selling had slid into the shadows. Jensen once again considered her options.

In 2012 Jensen made another life-altering decision, leaving her well-respected management position at the Lake Mills office to focus on selling real estate full time. It took a bit, but after she had gotten her sales swagger into high gear, the veteran manager discovered that she loved the vibrant interaction with people at the most fundamental level on which they were grounded: someone's possible residential turf.

Of the many happy occasions that can exalt one's life, the purchase of a new house that you will convert by the magic of emotional approbation (and financial commitment!) into a home ranks among the highest in most people's memories.

The challenge of selling had become Jensen's opportunity to do what she loved to do most, and that was, in her words, "to help people out."

Jensen wanted in on the magical method, using her natural passion to fulfill people's dreams. It didn't hurt that her developed talents as a successful manager kept the Cambridge office floating on an even keel as it maintained its course along the accelerating economic currents.

"I feel better than great," Jensen confides, "when I see someone's dream to own that special home become a real thing in their life. Helping them make a dream come true makes my day."

That kind of infectious attitude is what drew her cousin, Melanie Becker, and nephew, Ben Becker, into the circle, as the real estate market continued to swing upward along with the rest of the economy.

Melanie had been already working in the real estate industry for several years when her cousin approached her about joining First Weber. Melanie thought it over and chose to make a career move, transferring over to FW.

When time came to shift into high gear and go autonomous as a realty team at Cambridge, Melanie took her strong suit with her – her Fort Atkinson



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

heritage and experience with the entire surrounding area. Besides residential sales, she does commercial, as well.

From a different career persuasion, Ben Becker's extensive knowledge of technology and background in marketing and social media helps round out the firm's skill-set, allowing them each to focus on real estate sales yet bring a special talent to the team table.

Working together since 2015, the ternary team not only picked an opportune time to go into business for themselves, they chose a strategic location, landing in an area where they're positioned to serve all of Jefferson County as well as southeastern Dane County.

The lineup of Jensen with the two Beckers has been climbing in professional rankings, having just been awarded the Emerald Circle Gold for their combined output in 2017 in their area of service, wherein they placed fourth overall within the South Central Region of First Weber, Inc.

And though Lori Jensen & Becker Realtors specialize in all areas of real estate – residential, lakefront, condominiums, vacant land, commercial and relocation – they are carving out a unique service niche for their enterprise amidst the several bodies of water situated across this lake district, topographically speaking.

Ben Becker confides they are handling three lake properties at the moment. "That's pretty unusual," he discloses, "because there is no room to build and few people who own lakefront property want to sell."

Jensen says, "We're very fortunate to have these people come to us, knowing that we'll take all the care in the world to show off what is very special to them."

Lori Jensen, Melanie Becker and Ben Becker are committed to providing the people and businesses they serve with the properties of their dreams. For more info on selling or buying real estate in the Greater Cambridge Area, they invite you to contact them at 608-423-3707, or visit their website at www.jensenbecker.com.



The office of Lori Jensen & Becker Realtors is located at 113 W. Main St. in downtown Cambridge. (Photo submitted by Tristan McGough)



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