

a salute to WOMEN in business

Morgan Beilfuss Is Making A Difference In Real Estate

By Helen A. Granger, staff writer

Morgan Beilfuss of Owosso is definitely a noteworthy woman. At age 34, Morgan Beilfuss is accomplishing what



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most people only dream of, a successful growing multi-million dollar business that includes family and friends as co-workers.

Mrs. Beilfuss and her husband, John Beilfuss, were first featured by *The Independent* in early 2000. In February of that year, the Beilfusses co-founded The Home Office Realty in their home on South Vandekarr Road.

"We moved to Owosso in 1994, very much by accident, and fell in love with it," Mrs. Beilfuss explained. "It makes my job as a realtor all the easier, because I truly love this community and the people in it. It's the pleasant people in Shiawassee County that kept me here to raise my family and that made me decide to open our company here. I do think there is a magic here that makes the people friendlier, more pleasant and a joy to work with."

When The Home Office Realty began, it consisted of the Beilfusses and their office was their kitchen table for the first year. The business grew and after the first year a back room was turned into an office that they worked out of for four years. The business continued to grow and in 2005 a downtown Owosso office was opened at 209 W. Main Street with a second location in downtown Durand. Along with their daughter, Ally, 9, Mr. Beilfuss has sons Gabe, 23, and Nick, 21. Gabe works with them at the business.

"I am especially proud of our new downtown office in Owosso. My goal was not to just open an office, but to participate in the beautification of downtown Owosso and

to contribute to the renaissance of our downtown area," she said explaining that people often stop in to ask if the office is a new art gallery. "Our office has an art gallery look with an extensive collection of works by Michigan artists," she said, adding: "We've had people from all over tell us this is the nicest Real Estate office they've ever seen. I can't say how proud I am to have that in Owosso!" Mrs. Beilfuss said.

From the start, she explains, their goal was to offer the best quality, personal service to buyers and sellers, intense professional marketing and to raise the bar on professionalism in the real estate industry. "Our goal then and now is to have every single buyer and seller we do business with, leave the closing overwhelmed with the quality of service they received."

That philosophy has served The Home Office Realty well.

The business has grown to approximately \$36 million in sales in 2005, making The Home Office Realty the top-selling real estate company in Shiawassee County.

And leading that success is Mrs. Beilfuss whose personal sales of \$22 million earned her the Presidents Eagle Designation, which indicates that she is in the top one percent of all real estate agents nationally.

"It's been exciting to be the top selling realtor in Shiawassee County for the last five years. I'm very proud of the effect our company has had on raising the bar on professionalism in our industry in this community," she said.

Mrs. Beilfuss is understandably proud of her business and the people she works with. "I love the great group of people I get to work with every day. I am personally assisted by my step-son Gabe and by my friend and associate, Kim Anderson," she explained.

The Home Office Realty business has steadily grown and includes a staff of 15.

Mrs. Beilfuss credits her work ethic and personal philosophy to the influences of her father, Robert Caskey, who passed away in 2005. "He was one of the most influential people in my life, teaching me to find the interesting part and goodness in everybody."

Her mother is Alice Tompkins of Owosso. She has a sister, Lisa Nicholas of Illinois, and a brother, Chris Caskey of Howell.

Looking toward the future, Mrs. Beilfuss hopes to see the business continue to grow.

"I hope to see Shiawassee County become a destination area with better shopping, improved housing and growth in general without losing the small town charm," she said, adding: "It is just such a pleasure to live and work in this community and any contribution that I can make is from the heart. I am grateful to have found a great place to live, Shiawassee County!"