

COLUMBUS
BUSINESS
LEADERS

HOMETOWN PARTNERS

Born and bred in Ohio, **HER, REALTORS®** believes in serving the communities it calls home.

Harley E. Rouda Sr., founder of HER, REALTORS®, often told his agents to go out and “see the people.” Sixty years later, the firm’s 1,250 associates are still honoring Rouda’s advice. “This is what drives us,” says Shawn Adams, president of HER, REALTORS®. “Get out, see the community, and do as much as you can for your neighbors.”

It’s no wonder, then, that HER, REALTORS® is the Buckeye State’s most well-known brokerage. With 90 local offices in Ohio and a growing presence in Kentucky, the company boasts experienced, personable agents, a wealth of corporate resources, and a steadfast commitment to serving local communities.

Neighborhood Agents

Stroll around any downtown area in Ohio, and a HER, REALTORS® office is bound to have a presence. Step inside—past the complementary dog treats and water bowls for four-legged visitors at some offices—and a friendly agent will be there, eager to show off the neighborhood.

Welcoming as they are, these local offices do more than just attract foot traffic; they’re integral to the brokerage’s business structure. “Our agents live and work in the communities they serve, which makes them the local experts, and having that local expertise informs their say in what we do and how we grow this company,” Adams says. Agents regularly weigh in on issues such as which services are most needed and what kinds of technology investments will best serve their clients.

For that reason, the company sets a high bar when hiring and provides new agents with rigorous training. Once they’re a HER agent, the sky’s the limit. “Our training and mentorship programs are designed to take you where you want to go,” Adams says. And they go far: According to information from TrendGraphix, between January 2018 and December 2020, HER agents accounted for five of the top 10 agents in Columbus, one of the state’s hottest



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real estate markets. No other brokerage counts more than one agent on that list.

All HER agents benefit from the company’s extensive resources and collective expertise. “Our agents have plenty of support if they encounter a situation that’s new to them,” Adams says. “It’s more than likely someone here has seen it before.” As a full-service brokerage, HER, REALTORS® has associates with extensive expertise in commercial real estate and relocation. In addition, HER agents have ready access to licensed mortgage, home warranty, home insurance, auction, and title insurance providers. This benefits clients by providing a one-stop shopping experience.

When not at the office, HER agents “see

the people” by rolling up their sleeves and volunteering with community projects. That could mean filling thousands of students’ backpacks with school supplies for the annual Stuff the Backpack drive; rounding up toys for the United Service Organization’s holiday toy drive for military families; or building a mini library stand as part of a neighborhood beautification project. “Our agents even get together to do service projects on their own accord, whether it’s with Meals on Wheels or local food pantries,” Adams says. “As local hometown partners, it’s just what we do.”

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