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**SHAHEEN
RUTH, MARTIN
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REAL ESTATE

Q & A

What is your favorite thing about your community?

I enjoy living in Williamsburg because it is small, but not too small. There is so much history in and around Williamsburg, and it is beautiful. One can easily get to the beach, the mountains or to the city. It is nice to go to your favorite restaurant and the staff knows what you like and automatically brings it to your table. People come from all over the world to visit Colonial Williamsburg, Jamestown, Busch Gardens and Yorktown and I feel lucky to live here. Williamsburg is also an excellent place to raise children.

What initially drew you to real estate?

My husband and I have acquired several investment properties over the years, and we have enjoyed renovating these properties and renting them out and/or selling them. Having previous real estate experience, I decided I wanted to get back into real estate to be more involved with our rental properties. I enjoy working with people, building relationships, and I enjoy being in sales. I also love to learn, and in real estate, you never stop learning.

Why is relationship building so key to your success?

If you don't establish strong relationships, your clients won't trust you. The more you get to know your client, the easier the process will be. The more they get to know you, the more they will trust your advice etc. It is very important to establish a good rapport with all clients so that everyone benefits from it. Clients need to trust that I won't let them down and this trust comes from a trusting relationship.

How does your background bring a unique perspective to your work?

I grew up in Gloucester County, VA and then moved to Williamsburg, VA when I was a teenager so I am a native of the area. My entire life I have been exposed to family run businesses as my father and both grandfather's owned their own businesses. My father has his own construction company that deals with insurance related work for fire repair and water damage. As I teen, I helped in my father's office with answering the phones, filing, typing estimates and setting up meetings. My first real job was at the Toymaker store in Williamsburg working as a sales associate. After college I worked for the Peninsula Credit Bureau selling Mortgage Credit Reporting and in Customer Service. I have also sold children's clothing, women's clothing and make-up. For the past ten years, I was an elementary school teacher and I learned to build strong and trusting relationships with students, co-workers, parents and administrators everyday. These background experiences have enhanced my sales experience, as well as contributed to me becoming collaborative, well organized and comfortable working with clients.