

Women's Business Connections Featured Member of the Month:



Name: Geri Peterson

Business: [Heartland Group Real Estate LLC](#)

Briefly describe your business and/or what you do:

Managing Broker for a residential real estate brokerage in Muskego. We are a small company with 5 seasoned realtors. I oversee the business activities of 3 other agents in our office. We primarily work with the sale and purchase of residential real estate. I am a working broker in our office, which means I also work with home owners to list their homes for sale and with buyers to find homes. My role as a manager and a real estate agent is to educate people. I often take classes through our realtor association and meet with our agents to keep them updated. I think it is necessary to spend time with my customers listening to their needs before determining the best way to assist them. I love my job, and feel very fulfilled when I help people achieve their goals.

Extra special stuff you would like to share: I am also a volunteer with our Senior Meal Program through the Aging and Disability Resource Center (ADRC) of Waukesha County. I help package meals that are sent out to the homebound, and serve a group of people who attend our lunches at the Muskego City Hall every week. We try to make the meal program fun.

Website: www.hlgrealty.com

Facebook Page: www.facebook.com/geri.peterson

List any specials interests: In the summer, I enjoy camping and bike riding with my husband Jim. We also spend time year round with our children, grandchildren, extended families and friends. I am a member of the Milwaukee Accordion Club; I don't play but I love to watch all the talented people who do play.

Briefly describe how WBC could support you in growing your business: I love real estate referrals, and learning about innovative and cost effective ways to market my talent.

Briefly describe why you are a member of the WBC: I like meeting and spending time with the many wonderful women in my community.

Any additional information you would like to share: I love to read, and try to relax with a good book whenever I have a little down time.

