

REAL ESTATE

EXECUTIVE

Hawaii Edition

A BUSINESS AND LIFESTYLE MAGAZINE

A woman with shoulder-length brown hair, smiling, wearing a bright red sleeveless dress and a watch. She is standing on a white balcony railing. The background is filled with lush tropical foliage, including pink and red flowers and green ferns.

**Betsy Jacobsen,
Maui Real Estate
Professionals**

On Her Own Terms

Betsy Jacobsen, Maui Real Estate Professionals

On Her Own Terms

By Celsie Levister

Betsy Jacobsen's inner strength inspires all those around her to pursue their dreams and goals; she is an example of what determination and hard work can accomplish. Betsy is precise, focused and unwavering. Betsy is a visionary who knows what she wants in her life. What makes her so successful is the knowledge and understanding that she must back it up with deliberate action. Once Betsy has charted her path, there is no stopping her. Every decision she makes brings her closer to realizing her personal and professional goals.

Betsy is the owner and principal broker of Maui Real Estate Professionals, a boutique real estate firm located in upcountry Maui. She works with both buyers and sellers all throughout the island of Maui. Betsy loves her work and enjoys working with people from all walks of life. She is invested in helping her clients realize their home ownership dreams.

Betsy's professional designations include Accredited Buyer's Representative (ABR) and Graduate Realtor Institute (GRI). Her

accomplishments since striking out on her own are impressive. Betsy has tripled her sales production through hard work, a loyal clientele and referrals. In 2005, working by herself, Betsy's personal sales were upwards of \$33 million, securing Betsy the No. 28 spot for the top 100 Realtors on Maui.

At an early age Betsy dealt with tragedy and loss, but she is one of those rare individuals who decided early the course her life would take. When most would have simply curled up and let life pass them by, Betsy coped and emerged stronger than she could have ever even imagined. Betsy has dealt with her share of disappointment and heartbreak, but she has always risen through every bit of life's circumstance with grace and dignity — and maybe even a little bit of humor.

Whatever life seems to bring Betsy's way, her resilience and strength seem to engage and elevate her to the heights of success, both personally and professionally. All of these superior qualities make Betsy the type of person you want as a friend and, more importantly, a Realtor.

Betsy behind the desk at her Pukalani office.





PHOTO BY STEVE BRINKMAN

Betsy with her office manager Cassie Mallen. Betsy is extremely proud of her team at Maui Real Estate Professionals.

She is not easily swayed. Her convictions and beliefs are grounded in fact that she understands herself and her business, and, more importantly, she understands people. Betsy's instincts are well honed and she is keenly aware of what it takes to get things done and will take the necessary steps to accomplish the feat. Betsy is always willing to hear other's ideas, but she has a distinct and clear idea of what business model she espouses and adheres to it. As you speak to Betsy about her business, her associates and clients, you know that she truly cares about them. Customer care is always at the forefront of all she does and, at the end of the day, you can rest assured that Betsy did her best for you. Betsy's professional mission statement and motto is, "*Serving Maui with Integrity and Incredible Customer Service.*"

Betsy was born in Mystic, CT, to Betty and Bill Jones. Her father, now deceased, was the president of Electric Boat, a division of General Dynamics, which builds submarines. Her mother was a homemaker who died when Betsy was 11 years old. Thankfully, not many of us will ever have to endure the massive loss of a parent at such a young age, especially a mother, but this was a heartbreaking experience that would set the stage for Betsy's strength of character. "At an early age, I learned to be independent," says Betsy. "I learned to be resilient and take care of things on my own."

The youngest of four children, the loss was particularly devastating for Betsy, but it would appear that the powers that be were looking out for her. Her father, Bill, remarried two years later. At the age of 13, and probably when Betsy would desperately need a strong female role model, Barbara came into her life. "She was and still is my good fairy stepmother," says Betsy. "She taught me how to be a lady. She exposed me to literature and many other things." Betsy calls her stepmother "Mom," and has an obvious admiration and strong affection for the woman who stepped in to raise her. "We share many of the same values and interests." Betsy goes on to say, "She is always there when I need her."

Despite the hardships Betsy endured as a child, she still holds many cherished memories. Some of her fondest moments are those of fly fishing with her father. "This was the only time I had by myself with my dad," says Betsy. "We'd walk through the woods early in the morning in Connecticut — it was beautiful." Betsy's father's work took him several places, one was Idaho Falls, ID. "When we moved to Idaho, I learned how to ice fish," she recalls. "I still remember the cold dry air, sawing the ice and the heavenly hot chocolate."

Eventually Bill Jones settled his family in Pasadena, CA. From her sophomore to senior years of high school, Betsy attended a boarding school in Springfield, MA, and transferred to The Bishop's School for

Girls in La Jolla, CA, in her junior year. Upon graduation, she went on to attend the University of Denver, where she studied human and speech communication. Health and a need to come home forced her to leave school early in her senior year and she went to work in customer service in the banking industry in downtown Los Angeles, CA.

Because Betsy learned early on in her life to be independent and rely on herself, she fell back on a strong work ethic that was instilled by her parents and by life's happenstance. One of Betsy's first summer jobs was as a receptionist at a free clinic in Pasadena at the age of 16. She has gone on to experience the working world in various capacities, each time taking the opportunity to learn all she could and carry that knowledge on with her to the next job. Betsy is an extremely well-rounded individual, you get the sense that there isn't much she does not know or understand. However, what is most intriguing about Betsy is that you get the sense that if she does not know about something, she will take up the challenge and learn whatever it is she must about the project or subject at hand. She is a mover and shaker, and without a doubt one of the most competent people you will ever meet. "I see what needs to be

Betsy Jacobsen



PHOTO BY STEVE BRINKMAN

done and I do it," says Betsy. This attitude is what makes Betsy a force to be reckoned with among the ranks of real estate professionals. This same attitude and confidence is why her clientele trusts her completely.

At 27, Betsy married Jac Jacobsen and eventually started a family. The couple had two children, Brett and Jennifer. She entered the real estate profession in the late '80s to support her husband, Jac, also a Realtor at the time. "I remember I would study while the kids napped," smiles Betsy. "I somehow managed to do everything I needed to do." She and her husband both worked for Coldwell Banker Sky Ridge Realty in Lake Arrowhead, CA. Jac was the financial genius behind the team and Betsy, as Jac was fond of saying, "would get the clients and lock them in her 4WD Jeep until they committed to writing the contract." They were an exceptional team, becoming known as the agents to the entertainment industry.

Betsy's clientele in California included writers, artists, producers, actors — all sorts of people from the entertainment industry. She worked with high-profile people and reaped the benefits of a thriving career. "I sold real estate during the height of real estate in Lake Arrowhead, CA," says Betsy. "I cut my teeth on real estate with Coldwell Banker. I met and had the opportunity to work with many incredible people. I will never forget the experience."

The couple divorced amicably in 1993. Shortly before it was final, Betsy went on vacation with a girlfriend; they came to Maui to thaw from the ice and cold of a January in the San Bernardino Mountains a mile high. She immediately fell in love with the serenity and beauty of the islands. "I knew I had to move here," she says. "I knew that I could make it here on Maui." Betsy returned to California and talked with her children about making the move to Hawaii. She and her ex-husband made arrangements for the children to stay with him until she settled into what would be their new home. Betsy was determined to make things work. She recalls working three jobs, 70-hour weeks and taking care of the children. "I literally worked three jobs," states Betsy. She smiles as she seems to go back to those crazy days. "I worked at the Wailea Chart House as a hostess in the evenings five nights a week. During the weekdays, I went to work at 3 a.m. at Maui Economic Development Board on Lipoa building the new science program — Project SEED, an interactive educational program created by Cal Tech, that would one year later be picked up by the Department of Education for the elementary public schools' science programs. At noon I would work for four hours at the new 'homeless resource center.'" This tenacity is the resounding theme in Betsy's life. She is not only a survivor, but she is an unstoppable force.

In 1994, Betsy went to work for a small upcountry firm, Landmark Maui Properties. Wishing to return to her roots with Coldwell Banker, she went on to accept a position with Coldwell Banker Island Properties in 1999 before the inevitable — going out on her own.

On April 27, 2004, Betsy opened the doors to Maui Real Estate Professionals, a boutique real estate firm in the heart of Pukalani, Maui.

Betsy's success lies in her ability to forge deep and meaningful connections with people. There is nothing fake about her and the fact that she loves her work is evident to all who work with her. One of her

most admirable qualities is that she is a no-nonsense, tell-it-like-it-is person. Betsy is no wilting flower; she is not afraid to speak her mind. And when she does speak, you want to listen, because she speaks with the voice of experience. Betsy's knowledge has been acquired from good old-fashioned *learning it the hard way*. She is a highly experienced real estate professional who has handled every possible and conceivable situation. What's more, if there is something that she may need to delve into, you can rely on the fact that she will leave no stone unturned and you can be sure you have placed your transaction in the hands of one of the state's most business savvy and respected individuals. "I am extremely mindful and diligent about my business and my professional image," says Betsy. "I am extremely proud of my office and my associates." Betsy's office is indeed magnificent, and its staff has garnered a reputation for outstanding customer service. Betsy has made a concerted and deliberate effort into making her office a place where you cannot wait to come to work. She strives to make her firm a business where clients have a sense of "coming home." "This was a true leap of faith for me," says Betsy. "Opening my own firm was frightening, but it was something I had to do."

This is the essence of what drives Betsy and perhaps the secret to her success — she is not scared off by much, if anything. She cannot walk away from a challenge simply because it may seem inconvenient or daunting. "One of the best compliments I have ever received was from my broker in charge at Coldwell Banker, Al Chiarella," laughs Betsy. "He told me that even though something may scare the living daylights out of me — 'you go out and do it anyway.'" She views life as an SLO — a significant learning opportunity.

Betsy is committed to her work and is dedicated to her friends and family. She surrounds herself with people who have similar values, principles and work ethic. "I strongly believe that you must maintain a personal and professional integrity that is beyond reproach," states Betsy. "If you do not have integrity, you have nothing." She believes that if you do things right, the money and success will come. But do not believe for a moment that Betsy does not see the value in having fun and enjoying what you do. "Most of the time we are out working ourselves to the bone," says Betsy. "But, we have fun and we laugh a lot."

Betsy's other focus and love in her life are her children, Brett, 25, and Jen, 21. One of Betsy's main goals as a single mother was to create a sound and nurturing environment for her children. Betsy managed to balance a demanding, full-time career with a stable home life. She is extremely proud of both her children, who have excelled academically and professionally. Her son is a graduate of Purdue University, one of



the country's most prestigious institutions. He is currently serving as an officer in the U.S. Navy, training in Texas before being assigned to a new ship to be deployed to Bahrain. Her daughter is following in mom's footsteps; Jen earned her real estate license in March 2005 at age 18. Jen is currently employed by Coldwell Banker (a family tradition) Island Properties in Paia to create her own persona in real estate. "Jen is extremely bright as well as an excellent real estate sales agent," says Betsy, beaming with pride. "I look forward to the day when she can come in and take over the business."

Her extended family remains a priority to Betsy as well. Betsy's father died in January 2007, her family came together to be at their father's bedside in New Hampshire. Shortly after his passing, Betsy helped her mother sell her New Hampshire home and she and her sister, Weegie, bought their mother, Barbara, a home in Rhode Island.

Betsy keeps in close contact with her siblings. "We are a lot closer now after Dad's death," she states. "His death created some bonding and healing." Betsy's oldest sister, Marty, is in her 60s and recently remarried. "She is extremely happy," says Betsy with a smile. "And I am happy for her." She remembers her older sister as the lively, high spirited one. Her second oldest sister, Weegie, was the nurturing caretaker. "She stepped in and became a surrogate mother after our mother passed," remembers Betsy. Her brother, Jeff, is three years older than she and has managed to win his battle with cancer. "All of us went through such a hard time after my mother died," says Betsy. "It obviously changed the family dynamics. As the youngest, I learned to take the best of my

sisters and brother and make it my own. They are strong people. We have come through our struggles with humor and grace.”

Betsy and her siblings buried their father’s ashes next to their first mother, Betty, overlooking the Mystic River and Seaport in Connecticut. “It brought us all together again,” says Betsy. “The experience was cathartic for all of us.”

Another one of Betsy’s admirable qualities is her ability to see the bigger picture and to see more than just those things that affect her and hers. Betsy is one of the most charitable-minded people you will ever meet. She truly cares about her community and her neighbors. She also realizes that to whom much is given, much is required. She recognizes how fortunate she is, but she also realizes that she is in a position, both professionally and personally, to make a difference. There are several organizations and causes that strike a chord with her, these include the Maui Food Bank, the homeless shelter, the Big Brothers Big Sisters organization and the Maui Humane Society, just to name a few.

When asked what advice she has for new Realtors, Betsy immediately replied, “Learn your inventory and don’t be afraid to ask for help.” She goes on to say, “Even now, if I don’t know the answer to something, I am not afraid to ask.”

When she is not busy negotiating deals and giving back to the community and family, Betsy loves to garden or curl up with a good book and a warm cat. When she does manage to get away for a well-deserved

vacation, she loves to take a cruise “anywhere interesting,” she says. One of her most favorite vacation destinations is going to Switzerland and traveling by train.

Betsy is a successful businesswoman who can stand on her own. She has raised two wonderful and extraordinary children. She has emerged through some of life’s darkest moments with an unquenchable desire to succeed and zealously to contribute to those around her in a positive manner. Betsy loves her chosen profession and gleans great satisfaction in “doing this the right way.” She prides herself in the fact that she and her associates maintain the highest level of integrity. To sum it all up, Betsy has accomplished all that she set out to do and she has done all this on her own terms. Betsy is an individual to truly admire. ■

Betsy Jacobsen - Realtor®
Owner & Principal Broker
Graduate REALTOR® Institute (GRI)
Accredited Buyers’ Representative (ABR)
8 Kiopa’a Street, Suite 2 | Pukalani, HI 96768

808 573-2005 ext 27 | 808 280-1224 cell
808 572-3022 fax
877 275-2387 toll free
betsy@mauibetsy.com <http://mauibetsy>

From left to right: Betsy, Monica Riker and David A. Lawrence of Wells Fargo Home Mortgage

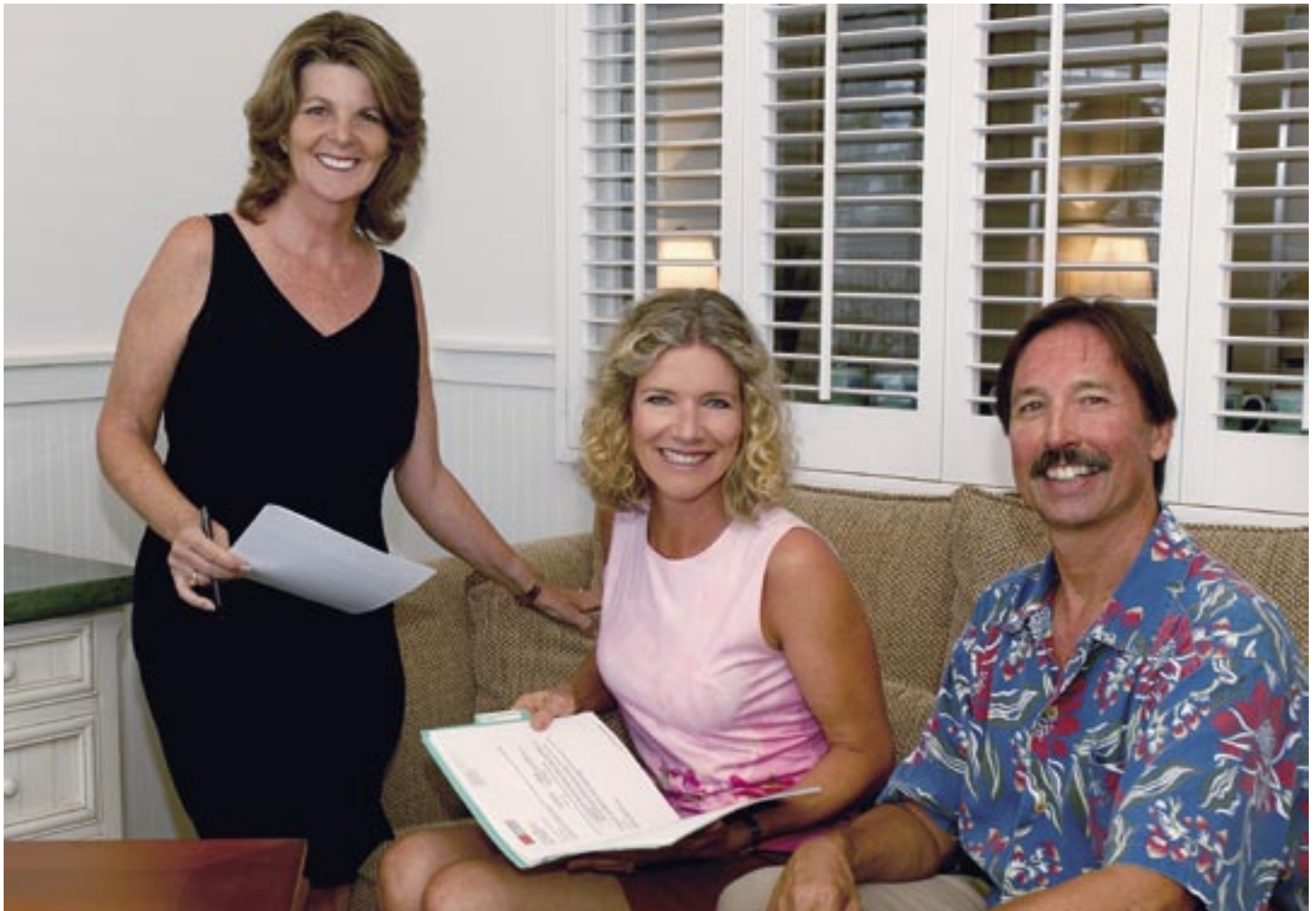


PHOTO BY STEVE BRINKMAN