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Realtor **Tabitha S. Heit** cultivates a thriving real estate business built on hard work and authenticity.

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# The Real Deal

REALTOR **TABITHA S. HEIT** CULTIVATES A THRIVING REAL ESTATE BUSINESS BUILT ON HARD WORK AND AUTHENTICITY.

BY BILL DONAHUE | PHOTOS BY JODY ROBINSON

**T**abitha S. Heit has never been afraid of a hard day's work. Rather, she thrives on it.

Heit got her first job at age 16, and worked all through high school and college. Although she prioritized her education, work always seemed to take precedence. "I studied criminal justice in college, but it seems like I was always working," she recalls. "Most if not all of my jobs were in health clubs and salons. I always took on extra jobs, and eventually worked my way up to operations and management. Work was meaningful to me. Even now, I have no days off, and I'm OK with it because I actually enjoy working."

A native of Connecticut, Heit spent time in New York City before moving to the Philadelphia area with her husband nearly 20 years ago. For the past 16 years, she and her husband have co-run a salon in Northeast Philadelphia called Salon Norman-Dee. Her business expertise has served her well in her full-time job as a Realtor with Berkshire Hathaway Home-Services/Fox & Roach. She focuses her attention primarily on Montgomery County and Philadelphia neighborhoods such as Chestnut Hill and Mount Airy, though she also ventures into neighboring Bucks County.

"I have always been an entrepreneur and a go-getter, and I did it without the support of a lot of other people," she says. "Having been a business owner for the past however many years, I pride myself on my ability to build relationships, negotiate, and make things happen. Time management is so important when it comes to real estate, because you're working nights, weekends, and early mornings, and people are counting on you to deliver."

Being a Realtor is an exceptionally tough and demanding job, but Heit feels well suited for the work. She grew up in a single-parent household, and her mother worked for Fox & Roach in corporate relo-

“**I have always been an entrepreneur and a go-getter.**”

—TABITHA HEIT, REALTOR WITH  
BERKSHIRE HATHAWAY  
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cation and asset management. The experience not only gave her a taste of the real estate business, but also taught her about the value of hard work and the importance of never taking shortcuts.

“What I like most about being a Realtor is the ability to work with so many different types of people,” she says. “I have a wide range of clientele, from first-time homebuyers to investors who are looking for investment properties. I’m not going to cold call anyone; their wallets are going to dictate when they’re ready to buy or sell. Hopefully they call you when they’re ready, and they should if you’re doing your job as well as you should.”

The past three years, beginning with the early days of the pandemic, have presented challenges and opportunities alike. Heit has adapted, as she always has.

“Sellers have been thriving in this market,” she says. “If you price a home correctly, you’re probably going to get 20 to 30 offers, including many above the asking price. The market has definitely been intense for buyers, and it’s taken some people a while to find the right home. If you have the ability to rent short-term, if you’re looking to downsize, or if you’re a cash buyer, it will become easier. But a lot of people are sitting tight because they don’t know where they’re going to go if they sell.”

Heit constantly reviews available listings and taps into the network she has cultivated over the years. If something becomes available that might “check all the boxes” for a specific buyer, she makes herself available to see the property and, if the client wants to pounce, make an appealing offer.

Heit attributes her success in part to the support of Berkshire Hathaway HomeServices/Fox & Roach. She describes the company as a “true one-stop shop,” to include access to comprehensive resources—lending and title options through Prosperity Home Mortgage and Trident Land Transfer Co., respectively—and marketing support for sellers in the form of social media and professional photography and videography services.



For more information about **Tabitha S. Heit**, visit [TabithaHeit.com](http://TabithaHeit.com) or call (215) 260-5144.

Her work schedule aside, Heit carves out plenty of time for the most important things in her life—namely, her family, including her husband, her two teenage sons, and her two Boston terriers; and self-care through daily exercise. A long-time marathoner who typically participates in one marathon per year, she rises every day at 5 a.m. for a run or a fitness class, such as barre or boot camp.

She also devotes her time to causes such as the National Down Syndrome Society, in support of her youngest son, age 13, who has Down syndrome. In years past, she has helped sustain the human-rights organization through fundraising and participation in race events. In the future, she hopes to get more involved by addressing a situation faced by families such as hers: affordable long-term housing for the day when parents are no longer around or able to care for a child with special needs.

As Heit looks ahead, her goal is to continue to build her business with Berkshire Hathaway through new and repeat clients. While nothing in life is a sure thing, she is certain of two things: First, no one will outwork her; and second, she will always remain true to who she is.

“I built my business by putting in a lot of time, by working hard to get my name out there, and by building relationships one at a time,” she says. “My goal has always been to become my clients’ ‘forever agent.’ You do that by staying in people’s lives and by being real with them. The people who know me know that I’m a real human being who is straight with my clients. If I see an issue with a home someone is interested in, I’m going to tell them, even if it’s news they probably don’t want to hear. In the end, that kind of honesty can make a big difference in someone else’s life.” ■