

suburbanlife

THE BIRDS' MAGICAL SEASON

pg. 24

+ Also Inside:
Top Realtors,
investing
in 2025,
and more

Even in a complicated real estate market, **Tabitha S. Heit of The Heit Homes Group** excels at leading buyers and sellers to the closing table.

page 44



The Difference Maker

by **Bill Donahue** | photos by **Alison Dunlap**

EVEN IN A COMPLICATED REAL ESTATE MARKET, **TABITHA S. HEIT OF THE HEIT HOMES GROUP** EXCELS AT LEADING BUYERS AND SELLERS TO THE CLOSING TABLE.

Tabitha S. Heit had a fantastic sales year in 2024, and 2025 is off to a good start, too. Given the challenging market conditions of the past few years—barebones home inventory, high interest rates, intense competition—only a small fraction of Realtors can claim such an achievement.

“The lack of inventory out there is still causing some gridlock,” says Heit, the founder of The Heit Homes Group and a real estate professional with Berkshire Hathaway HomeServices Fox & Roach REALTORS. “More and more buyers are coming into the market, and that kind of competition has delayed some people’s ability to get into a new home a little bit. We need more sellers.”

Her best advice to prospective buyers: Be patient and adaptable.

“Buyers have to not be in a rush in this market,” she adds. “The perfect house is probably not out there right now. Part of my job is to help you get a house with good bones—solid structure, good location, tons of potential—and help you envision how over time you can make it into a home you’re going to absolutely love. At the same time, you can’t buy something just because it’s available and is in your price point. I’m here to help you see the difference.”

Whether someone is buying, selling, or doing both, Heit believes anyone who is ready to enter the fray should choose wisely when enlisting the help of a Realtor. She encourages buyers and sellers alike to vet real estate professionals carefully so they can make sure they have selected the right person to assist them in the journey.

For many buyers and sellers, Heit has proven to be exactly who they need to help them “get across the finish line.” She attributes her success to a blend of entrepreneurial spirit, creativity, and nose-to-the-grindstone work ethic. An early riser and a long-time marathoner, she begins

each day with a high-intensity workout. Doing so puts her in the frame of mind to hit the ground running for her clients, some of whom are relocating to the area from out of state.

In addition, Heit is a proponent of continual self-improvement. Most recently she earned a Seller Representative Specialist designation, and she is also just two classes away from receiving her associate broker's license.

"I've lived in several different townships, so I'm familiar with the school districts, running and biking paths, the best spots for a good workout, top coffee shops, restaurants, shopping, and I stay up-to-date on what's happening in local communities," she says. "My goal is to provide clients with an experience that goes above and beyond their expectations. By continually expanding my education, I'm able to enhance my knowledge, leading to better results for my clients.

"I prioritize staying connected with my community, which helps me match buyers with areas that will bring them long-term happiness," she continues. "I also assist clients relocating to and from the area, and having deep knowledge of various neighborhoods ensures they feel confident in their decision. Furthermore, I make it a point to build relationships with agents in other states, so when a client needs an agent elsewhere, I can connect them with someone who's the perfect fit. For my sellers, I don't just want to sell their home and send them on their way—I want to ensure they're on the right path to begin their new journey."

Making Dreams a Reality

The Heit Homes Group specializes in Montgomery County, though its expertise extends into the neighboring counties of Bucks, Delaware, and Philadelphia. After all, some prospective buyers now want to venture farther from their ideal location in the quest to find a home that possesses the right mix of amenities—home offices are a must, considering the ongoing work-from-home trend—and affordability. As buyers look for more affordable options, areas like Pottstown and Quakertown are growing in popularity as they expand their search into outer suburbs for better pricing.

“[Real estate] is about helping people build equity, create opportunities, and achieve their dreams. Being a part of that journey is something I truly love.”

—Tabitha Heit,
The Heit Homes
Group



"I make myself available at all times for my sellers, ensuring they feel fully supported throughout the process," Heit adds. "I go the extra mile to present each home in its best light, guiding clients on small, strategic improvements that can make a big impact. I also invest in professional photography and videography to showcase the home's standout features."

She's the first to acknowledge that success is a team effort. The Heit Homes Group has expanded to include two fellow Realtors: Jeremy Heit, Tabitha's husband; and Daniel Okiro. "Jeremy and I have been working together for over 25 years—even before we were married," she shares. Before transitioning fully into real estate, the Heits owned and operated a small business in Northeast Philadelphia for many years, ultimately selling it in 2024.

Heit is open to the idea of further expanding her team in a thoughtful manner, and adding capable people who share her devotion to quality and customer service. So far, the team approach has enabled would-be buyers to walk through available homes more quickly and, in the process, field winning bids.

"As Realtors we have to be very flexible

in order to best serve our clients in this market," Heit says. "One night I might have to take one spouse to see a home, and the next night either Jeremy or Daniel will take the other spouse to see the same home so they can both make an informed decision."

Additional support comes from The Heit Homes Group's brokerage, Berkshire Hathaway HomeServices Fox & Roach REALTORS, which offers invaluable education, marketing services, and brand recognition. Heit highlights the unwavering support of the Broker of Record, Anne Tulloch, who is always accessible to the team. "I am thrilled to have her as our Broker of Record," Heit says. "Strong leadership is a cornerstone of any successful organization, and Berkshire Hathaway continues to be an industry innovator."

Real estate may be a difficult way to earn a living, especially now, but the Realtors who continue to excel—Tabitha Heit among them—have endured because of their

expertise, knowledge, and no small amount of grit. They also love what they do, despite the challenges.

"I've had the privilege of meeting incredible people in this business, including amazing clients who have become friends," she shares. "Real estate can be demanding—I work seven days a week, often with long hours. But I make it a priority to balance my career with family time by starting my days early and maintaining a healthy routine. This allows me to bring my best energy to my work while still cherishing quality moments with my spouse and children. It's all worth it because real estate isn't just about transactions—it's about helping people build equity, create opportunities, and achieve their dreams. Being a part of that journey is something I truly love." ■

The Heit Homes Group Berkshire Hathaway

721 W. Skippack Pike
Blue Bell, PA 19422
(215) 260-5144 (Cell)
(215) 542-2200 (Office)
tabithaheit.com