

To succeed in today's changing marketplace, Realtors need to step up creativity, client care and overall out-of-the-box thinking. The winners of *Real Estate* magazine's second annual Realtors on the Rise competition demonstrate these traits and more. Showcasing 50 of today's most inventive, successful agents, this year's winners—chosen by RISMedia's *Real Estate* magazine editors—were selected from hundreds of submissions.

Hailing from a variety of backgrounds and regions, the 2006 Realtors on the Rise stand out for their innovation and flexibility to changing consumer needs. They are tech savvy, business minded, have a knack for understanding their clients and are active in their respective communities—all qualities that contribute to their rise in the industry.

In this special report, we feature our 50 winners—listed alphabetically—and highlight some of the qualities that help identify them as unique real estate professionals. We congratulate this year's winners for their dedication and commitment to the real estate marketplace.

By Stephanie Andre

Real Estate magazine's 2nd Annual

Realtors on the

RISE

2006

**Honoring 50 of the industry's top
up-and-coming agents**

Heidi Fore
RE/MAX Action First
Louisville, Kentucky

In real estate since: 2002 **Business philosophy:** "Being a Realtor is not about selling a house. Being a Realtor means offering a package that includes customer service, creative marketing, knowledge of loans and the local market, patience and diligence..." **An author:** Fore has published a book, [How to Buy a House in Louisville, KY](#).



Fore's real estate marketing has two focuses: relocating people to Louisville and helping brides plan a wedding while simultaneously buying a home. On her Web site, visitors can get information on everything from first-time home-buyer loans and home searches to wedding gowns and makeup tips. In addition, Fore has created a DVD—"Virtually Living in Louisville" (available for download on her Web site)—that demonstrates living in the cultural small city.