Bend Up Close: Bev Sherrer

by K_Guice

Curious about how much Bend has changed in the past two decades? Ask Bev Sherrer. The well-known realtor around town has watched the city grow exponentially and has enjoyed her role in helping those coming into the community.

A native Oregonian, she was born in Portland and raised in Grants Pass. She came to Bend in 1985 drawn by the many â€œrecreational opportunities: skiing, mountain climbing and the weather.â€• Sherrer said.

Bend has changed a lot since that time. She says there were about 8,000 people back then. â€œEveryone knew everyone.â€• Today, Sherrer says the town has grown in other ways as well. There is more culture, art, great restaurants and a wide variety of activities and things to do.

As the town grew, so did Sherrerâ€™s interest in real estate. In 1992, she decided to persue her career as a realtor.

As she entered the field, she saw an opportunity to bring more to the Bend real estate market. â€œI felt agents, when I started, weren't servicing as well as they could,â€• Sherrer said. â€œI brought computers and technology to real estate when there werenâ€™t any.â€•

That enthusiasm and push to go the extra mile has paid off. Since 1993, Sherrer has sold over $370 million of real estate.

In addition, she has accrued a number of honors and awards including designation in Coldwell Bankerâ€™s top 1 percent in the nation, she has been named the International Presidentâ€™s Premier from 2003 to 2005 and she has received the President's Elite award for 12 years running, among many others.

At the root of her success is her passion for living in a beautiful recreational area and treating every transaction as if it is a clientâ€™s most important investment.

Her love for the region can also be seen in her commitment to the community through her volunteer work. For example, Sherrer has worked as a docent at the High Desert Museum since 1987. She has special love for the Birds of Prey Exhibits. She also works with Dornbecker Hospital and the Special Olympics.

While helping others, Sherrer has found it has helped her too. She says. â€œIt broadens your life and you meet a lot of different people.â€•

At the heart of what she enjoys about her job are the people and meeting individuals from all over the world. She says the market has changed a lot over the past twenty-plus years. â€œI am seeing more people as second home buyers, more young retirees or people starting second careers and lifestyle changes,â€• Sherrer said.

In addition, she says, â€œI find that a lot of my customers are purchasing vacation homes and enjoying doing it, so that makes my job fun.â€•

When Sherrer isnâ€™t helping someone find their dream home, vacation home or in the community giving of her time; she can be found out and about enjoying all that Bend has to offer. She says she enjoys â€œhiking, kayaking, gardening, skiing, traveling, and sharing experiences and photos with traveling friends.â€• Sherrer also enjoys time with her family. She has three children who live close and three grand children that live in the same town.

As for what lies ahead; Sherrer says she may look into getting her general contractorâ€™s license and future development contracts. Ultimately, she hopes to travel more and get back into additional sports that she enjoys doing around Bend.

Bend Weekly Newslink: www.bevsherrer.com

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