

BETH ULRICH

BUSINESSWOMAN AND REAL ESTATE PROFESSIONAL

Beth is a local real estate professional with over 26 years of real estate experience in the luxury home and condo market. She recently formed an all-women development company and opened a Sotheby's satellite office in downtown Wayzata.

What was your dream job as a kid, and why?

I've always wanted to run a business – I may not have known the type of business, but I knew I liked being in charge. I also love planning and organizing; from school events to the student council, I planned many dances, homecomings, proms, and fundraisers. But more than anything, I love people! I love meeting new people, helping people and connecting people. I think this is the main reason I ended up in residential real estate. I love helping people find the perfect house they can call home. It's funny, but my mom recently found some old notebooks that I had filled with clippings from *Better Homes and Gardens* magazines. Bottom line, I think I was always meant to be in real estate.

What woman inspired you, and why?

I've known many inspirational women over the years: my mom, my aunt, and my grandma, to name a few. I'm constantly inspired by businesswomen I meet, especially those who possess traits I don't. I believe that everyone I meet has a lesson to share, and I've learned quite a bit over the years. I enlisted in the Army when I was 17 years old, and one of my toughest drill sergeants was a woman, Drill Sergeant McGill. She pushed me harder than I ever thought I could be. I believe she pushed me to reach new levels of strength--both mental and physical--that resulted in self-confidence that wasn't there before. I also have many women clients today who inspire me through their own personal and business journeys.

What advice would you give to young women who want to succeed in the workplace?



Take yourself seriously; otherwise, no one else will. Envision who you want to become and believe you can. Always have goals, work harder than anyone else, and it will pay off. And if possible, do something you love--it shows. If you don't have passion for your work, it is hard to do it every day.

How do you achieve work-life balance?

Being a good realtor requires being there when my clients need me. So, with four daughters and a husband who also runs his own business here in Wayzata, work-life balance can be a challenge. I try to take advantage of my flexible schedule to be there for my family: staying home in the morning to get the kids off to school and trying to do family dinners as often as possible. As I said earlier, I love helping people, so I tend to volunteer maybe more often than I should. As women, I feel we tend to put our

own personal needs last, which can have negative effects on our health. I strive to put aside an hour each day for my own spiritual and physical health, but some days, finding even a few minutes of peace is easier said than done.

What do you enjoy most about the Wayzata community?

I feel Wayzata is a rare combination of small-town charm and big-city culture – I love the lake and spending as much time as possible on it. When weather allows, I enjoy walking through town. We are blessed to live here. I love how active and walkable our town is: the town celebrations throughout the year and being able to walk along the lake, then to dinner and then home. This Wayzata community is the best.