

Marine Veteran **WILL BEECHER** Keller Williams

By Faerl Torres
Photos by Ed Macias; Barbara Beecher



►► honoring veterans
in real estate

WILL BEECHER IS A MAN OF PRECISION.

“It’s actually called Norwich University—The Military College of Vermont,” he read from his diploma, framed and hung on the wall of his office. We were talking about Will’s youth; how the Marines led him to becoming a REALTOR®. Unlike real estate, the military was always part of Will’s plan. A third-generation Marine, both his father and grandfather are decorated veterans. He knew he would join too; he just wasn’t sure what the path would look like.

Respect and admiration for his drill instructors and platoon commander led Will to the next thing: Platoon Leaders Course (PLC). “I was learning as I went,” he said. After PLC, graduating with a degree in English and Art from Norwich, and Basic School, Will tested to become a pilot and was attached to a unit during Operation Desert Storm (though his unit was never deployed, they were on standby more than once).

In flight school, Will received the “Outstanding Student Award” for physical fitness and graduated Primary Flight Training but was waylaid by motion sickness after advanced training began. “At the end of the day, I never felt quite right,” he said, having made the difficult decision to take a ground contract and get out after nearly eight years of service as a Marine “Mustang” officer.

Though his dream of being a pilot didn’t actualize, his time in service was invaluable. The lessons he learned played directly into becoming

a REALTOR®. And a friend from Officer Candidate School got him to New Mexico and on the real estate path.

His friend was developing San Pedro Creek Estates, a Campbell Ranch community north of Cedar Crest. Will started by running their marketing department but after filling-in for sales, it was clear where his real talents lie. He got his real estate license in 2000. “I was the number one agent every year I was there,” he said.

San Pedro Creek Estates is a big part of Will’s story both professionally and personally. In 2007, while attending a San Pedro Creek social function he met Barbara, the daughter of one of his clients. Barbara’s parents bought a lot and she and Will went on a date—lunch at nearby Paako Ridge Golf Club. They’ve been married 11 years and Will is a devoted father to their four children, ages three, five, seven, and nine. Barbara plays a role in his business doing much of the administration; once again weaving the personal and professional.

“ATTENTION TO DETAIL CAN REALLY...
PREVENT SOMETHING FROM HAPPENING
EARLY ON...IT CAN SAVE PEOPLE A LOT OF
MONEY AND TIME IN THE LONG RUN.”



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Needless to say, the green side of the Sandias played a large part in Will Beecher's life. A career-highlight was selling the 2010 "HGTV Dream Home" in San Pedro Overlook; one of the last things he did before leaving Campbell Ranch.

It was a turbulent time for the real estate market and Will decided to step away temporarily. He returned with a bang in 2011, joining Prudential and doing close to six million in sales. He was working in the East Mountains where he specialized but making a mark in Albuquerque/Rio Rancho as well. Business grew steadily and after being approached by a Keller Williams recruiter, he made the move.

With a goal to maintain his East Mountains expertise but push exposure in Albuquerque, Will was the number one agent at Keller Williams his first year. It was an exciting period for a man who already finds excitement in each transaction.

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