

# Summit Real Estate Enterprises: A Lifelong Dream

*December 11, 2018...* When Holly Cass chose her path in real estate, she did so with dedication and perseverance. That's just how she does things, from life at home to hitting the trails. It's no wonder Summit Real Estate Enterprises has already grown and opened its doors to the newest location in the former Carpeteria building.

A full-time agent now for 12 years, Holly began her career at the onset of the recession. She was a single mother of two small children battling uterine cancer. Those first years were tough ones, but that's OK, she says, because "that's what modeled the way I do business." Then she met Will Cass, and he changed her world in life and in business.

Now married for seven years with two more children, a total of four ages 3 to 16, Holly credits the team effort her family puts forth to make business work. Previously an employee of UPS, Will decided to take the route of stay-at-home dad while enrolling in nursing school to allow Holly to nurture her successes for her family. Holly has been able to grow Summit Real Estate Enterprises and her career to cover her family's needs ... some very active needs, at that.

The Cass family believes that a family that plays together, stays together, claiming fame to downhill mountain bike racing on the Summit Real Estate Enterprises-funded Summit Race Team. Holly's 16-year-old daughter Zoe Cass has her road paved in gold with her goal to compete in the World Cup. And if you've seen the gray van that reads "Every Trail Leads to Home" meandering the streets of Big Bear, well, the Cass family might just be heading to their next competition. "Cycling keeps our family tight," Holly says.

But let's get back to business.

The Cass family made the leap to Big Bear just 18 months ago, and Holly opened Summit Real Estate Enterprises in the Executive Suites building. Four weeks ago, Holly moved her flourishing business to her new office, which she touts as the perfect, central location.

Holly's business model is what she describes as authentic. What you see at home is what you'll get in the office, she says, and she coaches each of her agents to operate accordingly. In addition, Holly maintains the mantra that in order to maintain healthy business practices, you must maintain a healthy mind and body. Hence the smoothie bar located conveniently in the office's kitchen.

From commercial to residential and property management to vacation rentals, Summit Real Estate Enterprises is a full-service real estate office, something clients and agents both enjoy about the business. While her clients are confident they're covered, Holly also wanted to make sure her agents had residual income no matter what state the market is in. "We really are a holistic real estate company," she says.

Now boasting more than 45 properties sold, eight active listings, 20 full-time rentals and 15 vacation rentals in 2018 alone, Summit Real Estate Enterprises is looking up on the horizon. The company is Holly's lifelong dream, and she hopes to have presence in every resort town in America. But for now, she has her sights set on Mammoth and Tahoe, and plans to proceed organically to maintain the same level of service for her clients.

For more information about Summit Realty, stop by the office at 41647 Big Bear Blvd., Big Bear Lake, call 951-219-1362, email Holly at [everytrailleadstohome@gmail.com](mailto:everytrailleadstohome@gmail.com) or visit the website [www.everytrailleadstohome.com](http://www.everytrailleadstohome.com). Summit Realty can also be found on Facebook and Instagram.