

COLUMBIA

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Meet

Heather Shuler

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Heather Shuler
REALTOR

CONNECTING PEOPLE,
HOMES, & HEARTS

meet
**HEATHER
SHULER**

WRITTEN BY: AMY PORTER
PHOTOS BY: CHELSEA MARNE PHOTOGRAPHY (CHELSEA MARNE)

HEATHER SHULER'S journey into real estate is as much about faith, purpose, and human connection as it is about houses. A lifelong resident of Irmo, Heather has spent over 25 years cultivating meaningful relationships within her community, and it is these connections that have become the cornerstone of her thriving real estate career. Before stepping into real estate full-time, Heather dedicated 17 years to her work as a dental hygienist. During that time, she not only cared for patients but also cultivated a natural gift for connecting people, often linking friends, neighbors, and patients together in ways that left lasting impressions. It was through these relationships, coupled with encouragement from friends and clients, that Heather discovered her calling in real estate—helping others find homes that truly fit their lives and dreams.

Heather's initial foray into real estate began as a side venture, something she approached cautiously while continuing her dental hygiene career. Yet it quickly became evident that her heart and talent were meant for this industry. By 2021, after prayerful consideration and much faith, Heather fully transitioned into real estate with Coldwell Banker Lake Murray. The leap from a stable career to a new field in her 40s was both exhilarating and daunting, but Heather's trust in God's plan guided her every step. She describes this journey as a true testimony of faith: embracing uncertainty, stepping out of comfort zones, and allowing divine guidance to shape a new path.

Over the past eight years, Heather has built an impressive track record, closing nearly \$42 million in sales and earning a reputation as one of Lake Murray's most trusted real estate advisors. While she is equally skilled at handling both listings and buyer representation, Heather's heart has always been with helping buyers find their perfect home. "I've always been the first kid on the block to knock on the new kid's door, and honestly, that hasn't changed," she reflects. Her hands-on approach, combined with intimate knowledge of the Irmo and Lake Murray communities, allows her to guide clients not just to houses, but to homes that match their lifestyle, values, and aspirations.

Heather's approach to real estate emphasizes relationships, networking, and collaboration. She believes that fostering strong connections with fellow agents ensures the best possible experience for her clients, smoothing the path from listing to closing. One of her most memorable experiences was assisting a brother and sister in selling a 250-acre property that had previously struggled to attract buyers. Recognizing the potential of the land, Heather leveraged her network, reached out to local developers, and marketed the property strategically. Her efforts culminated in a sale of \$5 million—an achievement that exceeded all expectations and left an indelible mark on both her career and the clients she served. Yet, for Heather, these moments of success are never solely about numbers. She measures accomplishment by the relationships



she nurtures, the trust she earns, and the joy of celebrating milestones with her clients.

Faith and family are central to Heather's life. Alongside her supportive husband, Paul, and their children, Leyton and Blair, she cherishes family time and traditions that bring joy, laughter, and lasting memories. One of her most beloved rituals is the annual Christmas poem, a tradition she began to honor her father and now continues with her own children—though with a special twist: this poem comes from Santa. Each year, the poem mysteriously appears somewhere on Christmas Day, and Leyton and Blair eagerly search for it, excitement building as they follow the clues to discover the final hidden gift. Over the years, the poems have captured the family's milestones, accomplishments, and memorable moments—while always concluding

with the true meaning of Christmas: the birth of Jesus. Heather loves that, even at ages 20 and 16, her children experience that childlike wonder of Santa while also reflecting on the deeper story of faith, family, and love. For Heather, the tradition is a beautiful reminder that the magic of Christmas—and the joy of faith and family—never fades, no matter how old we grow.

Heather's commitment extends beyond family to her community. She actively supports the Oliver Gospel Mission, which provides refuge, rehabilitation, and hope to men and women in need, and she serves on the Dutch Fork Hall of Fame board, celebrating the achievements of local alumni. For Heather, acts of service are a natural extension of her faith and values: giving back, showing kindness, and helping others is as important as any business goal. Her philosophy in both life and work is simple yet profound: put people first, and the rest will follow.

Mentorship and continual learning also define Heather's career. She is a lifelong student of her craft, eager to learn from both seasoned agents and newcomers alike, whether it's marketing strategies, social media, or client relations. At the same time, she mentors others in the delicate art of guiding clients, solving challenges, and creating meaningful experiences. Heather also emphasizes the importance of personal growth and efficiency, often sharing resources she finds valuable. As Heather soaks up wisdom and experience from other agents this book was recommended to her recently. This is one book she highly recommends to any agent is Buy Back Your Time, which focuses on entrepreneurship and encourages professionals to spend more time on the parts of their business they love while delegating the tasks they're less passionate about to others—allowing everyone involved to share in the success and the satisfaction. Heather loves this concept and is actively beginning to implement it in her own business, embracing ways to work smarter while



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continuing to focus on the aspects of real estate that truly energize and inspire her. This collaborative mindset, coupled with her unwavering dedication, has helped her build a thriving network of clients, colleagues, and community members who trust and respect her judgment.

In reflecting on her career, Heather emphasizes that true success is not measured solely in statistics or accolades but in the impact she makes on others' lives. Whether it's helping a family celebrate a first home purchase, navigating complex property transactions, or simply bringing a smile to someone's day, Heather's legacy is defined by compassion, integrity, and genuine human connection. "A smile is contagious," she says, "and I truly believe that kindness has the power to break down walls and change lives."

Heather Shuler's story is a testament to the power of faith, perseverance, and a heart-centered approach to business. She has transformed her passion for people into a career that celebrates life's milestones, builds lasting relationships, and serves her community with grace and purpose. For her clients, colleagues, and family, Heather is not just a Realtor—she is a trusted advisor, a mentor, and a friend. Her journey reminds us that following one's calling with faith, courage, and compassion can lead to extraordinary



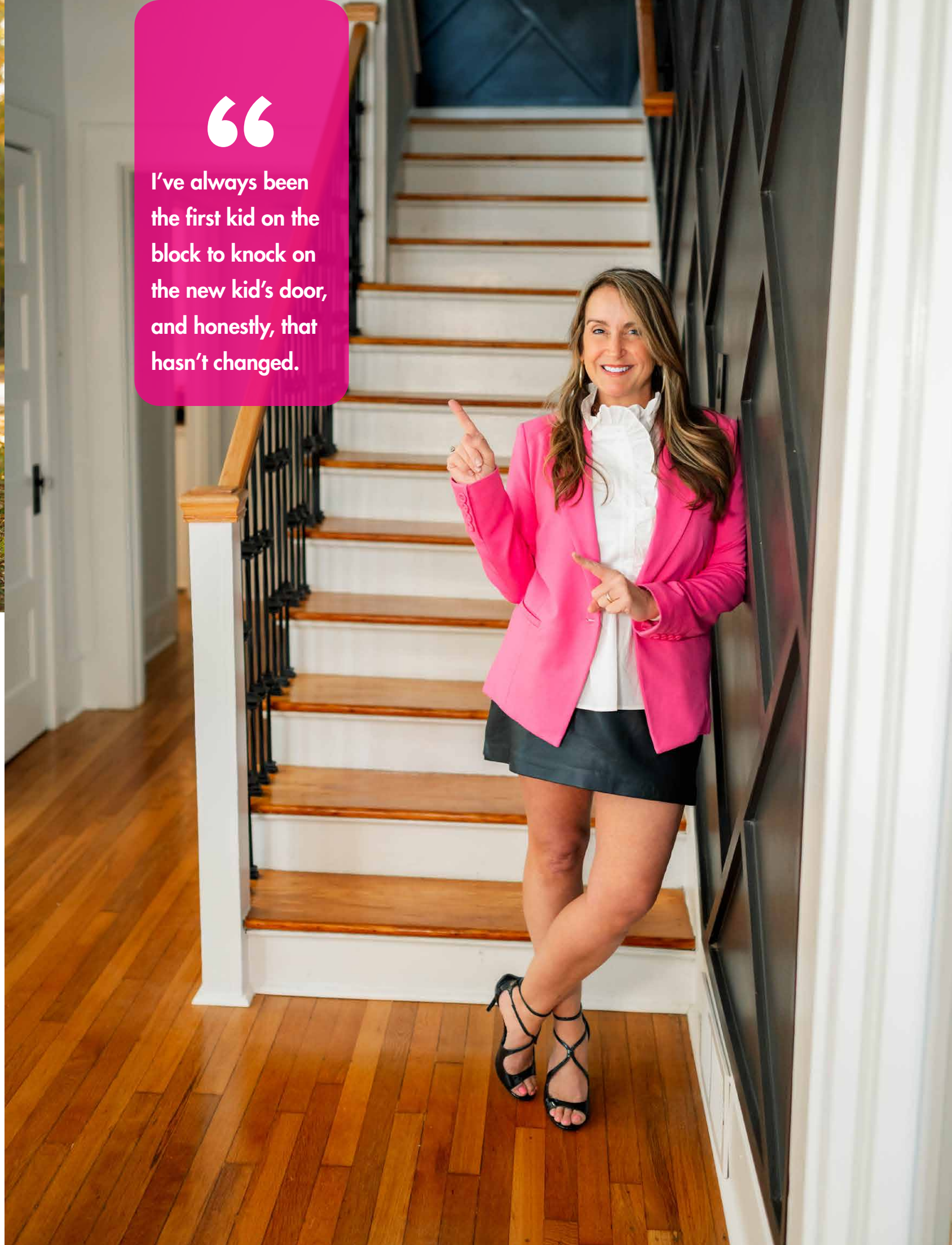
FAVORITE QUOTE

"If you see someone without a smile, give them yours." Dolly Parton

"Sometimes God's plan is bigger than your comfort zone." Author unknown

results, both professionally and personally. In every transaction, every conversation, and every smile, Heather continues to make her mark, one home and one heart at a time.

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