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Rob Henger Managing partner, CEO [Henger Rast & Associates LLC](#)

As managing partner and CEO of Henger Rast & Associates LLC, Rob Henger has parlayed a new opportunity in an uncertain banking climate into a residential mortgage firm on track to capture close to \$3 million in revenue for 2006.

A former satellite branch manager for SouthTrust Corp., Henger joined the firm, previously known as Rast Mortgage, in January 2005, and credits Henger Rast's 165 percent revenue increase that year alone to the assemblage of a top-notch team. In that same time, the company has grown to 21 employees from about eight when he came on board.

"It's pure upbringing and genetics," says Henger of his drive and determination to position the company to become the highest-volume lender in the Birmingham market.

He attributes his perpetual drive for excellence to maintaining a solid life-work balance and following the strong example set by his father.

"We didn't grow up with money. We came from a blue-collar Pittsburgh neighborhood, and my father taught me that if you're going to do something, do it right, do it well and do right by everyone affected, or don't do it at all. Those aren't lessons you just forget," Henger says.

Lee Townsend, another former SouthTrust employee who joined Henger Rast in 2005 as business development manager, says the CEO's record clearly speaks for itself. Specifically, he points to Henger's being the only Alabamian recognized by Mortgage Originator magazine for the number of transactions he originated in 2004.

"This is the fifth time Henger has been recognized in the past six years," Townsend notes. By employing four in-house underwriters, Henger has successfully created a system that "acts and reacts so quickly."

In turn, that freedom "has allowed Henger Rast to partner up and form joint marketing agreements with several area developers, builders and Realtors," Townsend says.

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