



Ashly Westbrook

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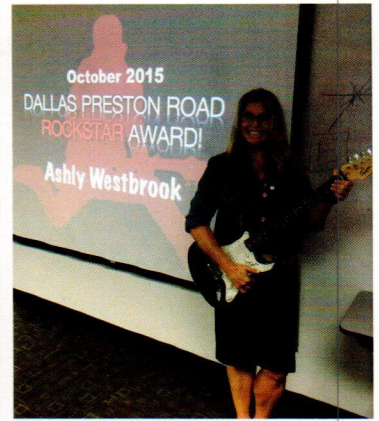
Today we'd like to introduce you to Ashly Westbrook

Hi Ashly, we're thrilled to have a chance to learn your story today. So, before we get into specifics, maybe you can briefly walk us through how you got to where you are today?

I'm from a small town in east Texas called Sulphur Springs. 23 years ago, I left my hometown to find my own Wide Open Spaces. It's funny because The Dixie Chicks, released that song the same month and year I left home. My parents gave me an education. I am forever grateful. In my second semester of college I was drifting not adjusting well to the responsibilities of college life. I felt I was wasting valuable money. I took one semester off. I knew I had one semester to figure out "what I was going to do for the rest of my life". Someone told me to think back to what I enjoyed doing or even imagined doing as a child. So, I reflected and read books on how to figure out "what you want to do for the rest of your life," I realized that I LOVED looking through the Spiegel catalog when I was young. Aha! That's it! I will be an interior decorator. I found a great school in Texas and transferred to The University of North Texas. In the Spring of 2000, I had the opportunity to travel to Barcelona, Spain with an eclectic new friend. I experienced a different culture, saw ancient artifacts, and broadened my mind to different experiences and ideas. It was an incredible, eye-opening journey that changed me forever.

I graduated from UNT in December 2003. After college, I pursued a job with a home builder, who had just built a huge Model home showcase office on I-35. It was beautiful and that's where I wanted to be.





Unfortunately, they just saw a naive, young woman who needed experience. It was AutoTrader magazine that offered me my first job out of college and it was a fun one too. I had accounts, quotas, pictures to take and ads to write! It was exciting. I was a part of the AutoTrader.com launch, too! I didn't always want to be an AutoTrader rep so I kept pursuing a career with a home builder. Finally, a home builder offered me a position as a model home sales representative to gain that knowledge and the opportunity to work. While working with the home builder, I soon realized, I wanted to become a Realtor. And, so it began. My Real Estate career started. I am headed into my 15th year selling residential real estate in DFW/Frisco.

Can you talk to us a bit about the challenges and lessons you've learned along the way. Looking back would you say it's been easy or smooth in retrospect?

When I decided to do Real Estate, I knew that I would have to earn every dollar that came in. I would not be receiving a bi-weekly check that my friends were getting every other week. It's 100% commission and that was scary but I knew I could do it. Real estate is an animal! Literally, operating, marketing, sales, accounting, quality, assurance, customer service, follow up. GOSH, I know I am leaving things out, but you are a one-woman show AND you have to perform "All of the things" until you can get to a point where you can leverage your time to add systems and people to your career.

It wasn't until I joined with KELLER WILLIAMS DALLAS PRESTON ROAD that I was introduced to a business plan as a Realtor. Literally, joining them changed everything! They taught me so much about personal development, goal setting, and how to generate business. I am so thankful for Keller Williams Dallas Preston Road. I am beginning my 7th year with them as a Realtor.

Thanks for sharing that. So, maybe next you can tell us a bit more about your work?

Keller Williams's mission is to build careers worth having, businesses worth owning, lives worth living, experiences worth giving, and legacies worth leaving. Our values are God, Family, then business. I love that. It truly shows up in the office and our company culture. My real estate business is so rewarding! I've met many people from all walks of life, established relationships of helping others and delivering value to people who seek integrity. I specialize in delivering honest information in residential, commercial, luxury, land and multi-family real estate.

The real estate market ebbs and flows. There are difficult conversations to be had in this business and as a Realtor, I've been hired to handle my clients' fiduciary duties. I treat every client as I'm walking through their individual journey. Real estate is never the same. There is always something that comes up with each client. In this residential market, buyers are having a tough time purchasing because of competition. I have tools that can turn my buyers into cash offers. I also have 6 ways to sell your home for my convenience selling clientele.

My relationship skills with other agents in the business allow my clients to shine bright! I am proud of that. I love helping others. Coming from contribution is what I strive for every day. I bought the domain name, DFW FriscoHomes, years ago. I think one day Texans will be calling DFW, DFW/Frisco! I am super proud of DFW/Frisco! I hope that it takes flight. My team and I would love the opportunity to help home sellers realize how much equity they have in their homes and how to maximize that in this very unique market. Life changes and we provide solutions. I am excited about the opportunity to speak with sellers, buyers, vets and investors. For anyone interested in pursuing real estate as a career and becoming successful, I would be honored to introduce to you, a Life By Design.

Can you tell us more about what you were like growing up?

I was a strong-willed child. You couldn't tell me that I couldn't do something. And where there was a way, I would figure it out. I was interested in horses when I was young. My Dad's friend gave me my first horse, Betsy, and we were the cutest parade participants because Betsy was the only horse that wore a ball cap. I was also athletic. I did dance, soccer and I even played flag football one year. I was the quarterback and my Dad was the coach. He was proud. I also played volleyball, which I fell in love with and later would be told to choose between cheerleading and volleyball, in high school.

In Middle School, I was selected to be a cheerleader. One of the best stories of my life, actually! The year I tried out for cheerleader, there were 4 cheers to choose from. About 75% of the girls chose the same cheer. All were present, in the gym, at tryouts. I think there were 90+ of us. Anyways, long story short, it's my turn to try out. After watching all the girls go before me, I get up to do my cheer and start with the wrong words to the cheer!

I stopped a quarter through, with tears rolling down my face and the biggest smile on my face, and somehow pulled it together with the correct cheer in front of the judges. I ended up being selected to be one of the twelve girls for the squad. I continued to cheer and compete in cheer throughout middle school and high school.