

TOP AGENT

MAGAZINE

Area Specialist
**ASHLEY
KEY**





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As a representative of residential homes in and around Lincoln County, Missouri, Top Agent Ashley Key's business is completely made up of repeat and referral clients, which she attributes to the high level of attention she pays to each person she works with.

After years of working in corporate America as a market manager for a major wireless retailer, REALTOR® Ashley Key decided to switch industries by becoming a property manager. She quickly realized that she was not only interested in property, but had a lot of ideas about how to make the processes of buying and selling homes more efficient. From that role, she became a new home coordinator for new builds before finally moving into residential sales. With knowledge and experience in every area of the industry, Ashley thrives as a representative of residential homes in and around Lincoln County, Missouri.

Now in her 4th year in real estate, Ashley's business is completely made up of repeat and referral clients, which she attributes to the high level of attention she pays to each and every person she works with. "I like to develop intentional relationships with people.



In the tortoise and the hare narrative, I'm the tortoise. I spend time getting to know people, educating them and advising them," she says. In addition, her strong network of contractors and industry professionals makes her stand out as a REALTOR®. "I work with a lot of amazing businesses, like CMS Homes LLC who are a local semi-custom home builder. They

have some of the best project managers in the business who offer stunning quality finishes in some of the most beautiful communities in our area."

Ashley has a variety of fun ways of keeping up with her clients. To start, she's very active on social media, using infographics



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and high-quality photography to educate and inform. She also loves snail mail and does both just-listed and just-sold cards. Her team has many advertising partners in the community, including Ultimate Fitness Plus, Cornerstone Coffee, and Street Beanz. On the more personal side, Ashley likes to send handwritten notes and host events throughout the year to show her clients her appreciation. For example, she organizes three block

parties per year as well as a big city-wide pool party in the summer. At the block parties, there is always a lineup with local small business food trucks, picnic tables, chairs, and bounce houses.

"On my team, we believe in staying as busy as we want to," Ashley says. This philosophy allows Ashley to not only do her work, but to also have a sense of balance where she can



spend time helping others and relaxing with her family. She's a major supporter of Habitat for Humanity and was formerly a board member with the organization. Her office also fundraises for local causes and are currently organizing a blood drive in the community.

On the weekends, Ashley loves to go kayaking and hiking with her husband and three daughters. They are also big fans of game night!

As for the future of her business, Ashley plans to continue to build deep relationships with



her clients and grow in an organic and considered way. They will add one more new team member and commit to doing one coaching program this year. With everything she does, Ashley refers back to her original reason for

starting her business: “It is our mission to be a resource in the communities we serve. Our goal is to help people buy and sell homes with integrity while building lasting relationships as a friend and area expert.”



To learn more about Ashley Key, please call 636-290-6990 or email ashley@keylivinghomes.com

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