

# TOP AGENT MAGAZINE



## SARAH ASHTON

Top Agent Sarah Ashton of Keller Williams Realty in Connecticut understands the importance of developing and sustaining relationships with her clients. Combining deep real estate knowledge with an honest and authentic approach, Sarah has built a solid reputation as an agent who truly cares for her many buyers and sellers.

Sarah, who always held an interest in real estate, started her career in finance. “I graduated from college with a degree in accounting,” she says, “After college I worked in public accounting and earned my CPA. I then moved to an accounting role with a large aerospace manufacturer. I had always been interested in real estate, and when my youngest child started kindergarten I decided it was a good time to change careers and become a Realtor, combining my financial acumen with a passion for helping clients through the biggest financial transaction of their lives.”

Currently working in the Greater Hartford and Farmington Valley areas of The Constitution State, Sarah has an ever-increasing rate of referral and repeat clients that now comprises more than half of her business. When asked to account for this impressive level of client loyalty, Sarah replies: “I work to form a relationship with each of my clients, and to understand their wants and needs. I’m there for them to make the process as smooth as possible and to provide honest guidance and expertise during what can be an emotional time for all parties. I try to be available to my clients on their schedule, which they really appreciate. My clients, when they’ve given me reviews, have pointed to my professionalism, my honesty, and my responsiveness. Communication, I believe, is probably one of the biggest things that contributes to a successful transaction and satisfied clients. I know the process can be very stressful for them, and I want to be available when they have questions or issues or are worried about something so we can address it right away.”

Maintaining those relationships post-closing is of paramount importance to Sarah, and she works hard to make sure she stays top-of-mind. “After the closing, I stay in touch with my clients in many ways,” she explains. “I utilize a monthly email campaign which has links to my website and market information. I also make phone calls, and check in on them to see how they’re doing. Right before Thanksgiving this past year, I had a great time delivering seventy pies to past clients, which was really fun. It gave me a chance to check in with each of them and show them that I’m still thinking about them and that I still care about them.”

“I love the relationships I have with my clients,” says Sarah. “I love working with people. Being able to take care of someone from the beginning of the process all the way to the end is very satisfying for me. A lot of my clients become friends because of the bond we’ve built”

Intelligent, cutting-edge marketing practices have also helped catapult Sarah to the top of her profession. “There’s a lot of competition in the market,” she says. “I’m constantly going to trainings and learning the latest technology to help my clients. Professional photography, staging when necessary, strategic pricing, and savvy usage of social media platforms – primarily Facebook – are among the tools Sarah utilizes to push her listings front and center.

Sarah is passionate about giving back to both her community and to the real estate industry. A member of the local Chamber of Commerce, she also serves as treasurer of her daughter’s high school cheerleading Booster Club. Additionally, she is a member of the Keller Williams Leadership Committee and teaches classes to other agents at her company.

As for the future, Sarah is looking forward to continuing to grow her business and is expected to add to her team, which will allow her the time to service more clients. “I’ve built my business on honesty and integrity,” says Sarah, “because that’s in my client’s best interests.”



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