

TOP AGENT MAGAZINE

KELLY DAVIES

Kelly Davies formed, Kelly Davies Homes Team, Landro Realty, two years ago after working for many years as a solo agent. Since then, she and her team have made a name for themselves as hard-working, effective, and compassionate professionals who can help clients achieve their real estate goals.



Kelly and her team serve all of the Fox Cities of Wisconsin, including Appleton, Kimberly, Kaukauna, Menasha, Neenah, and Oshkosh, as well as Green Bay. A significant portion of Kelly's business comes from repeat and referral clients. "I form great relationships with my clients," Kelly says. "I treat everybody like family, and we do a lot of follow up with our clients long after the transaction, keeping in touch with them over the years." Clients know they can expect Kelly and her team to work hard on their behalf. "I work a lot because I care a lot," Kelly explains. "I try to be available to my clients at all times."

Kelly and her team provide a comprehensive marketing strategy for all their listings. Kelly is a Premier Agent on all the major listing websites, including Zillow, Realtor.com, and others. "Having that Premier Agent status means that my clients' listings are Featured Listings on those sites, and as a result they reach far more people than your average listing," Kelly says. "Only about 2% of the agents in our area have that Premier Agent status, so that really sets us apart." Kelly and her team also distribute their new listings to every contact in their database, as well as using paid Facebook and Instagram ads to reach an even wider audience.

The results speak for themselves: this past year, Kelly and her team did \$25 million in volume, with a total of 166 transactions. "Our team started out small, because I needed help and couldn't do it on my own anymore," Kelly says. As she has expanded her team, she has always kept in mind her obligation to help her team members succeed. "I'm not looking to have a huge team, that's never been my goal. My goal is to provide opportunities for agents coming in that I didn't have when I first started out."

Community involvement is important to Kelly and her team. They donate a portion of every sale to Harbor House, a domestic abuse shelter in Appleton, as well as to Peaceful Purpose, a nonprofit that offers head-shaving and wigs at low or no cost for people in the community with medical hair loss. Kelly also belongs to a number of moms' groups in the area. "We encourage everyone on our team to be active in at least one community organization at all times," she says.

When she is not working or giving back, Kelly loves the arts. She and her husband are season ticket holders at the local performing arts center in downtown Appleton, and love attending Broadway shows. They have two kids, ages 5 and 7, and love spending time together as a family.

In the future, Kelly plans to continue providing her team with opportunities for success, while delivering the same great level of service to her clients. Her favorite part of her job is being able to help people. "I love getting people to closing and getting them into a new home," Kelly says. "That's the biggest reward."



To find out more about Kelly Davies,
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