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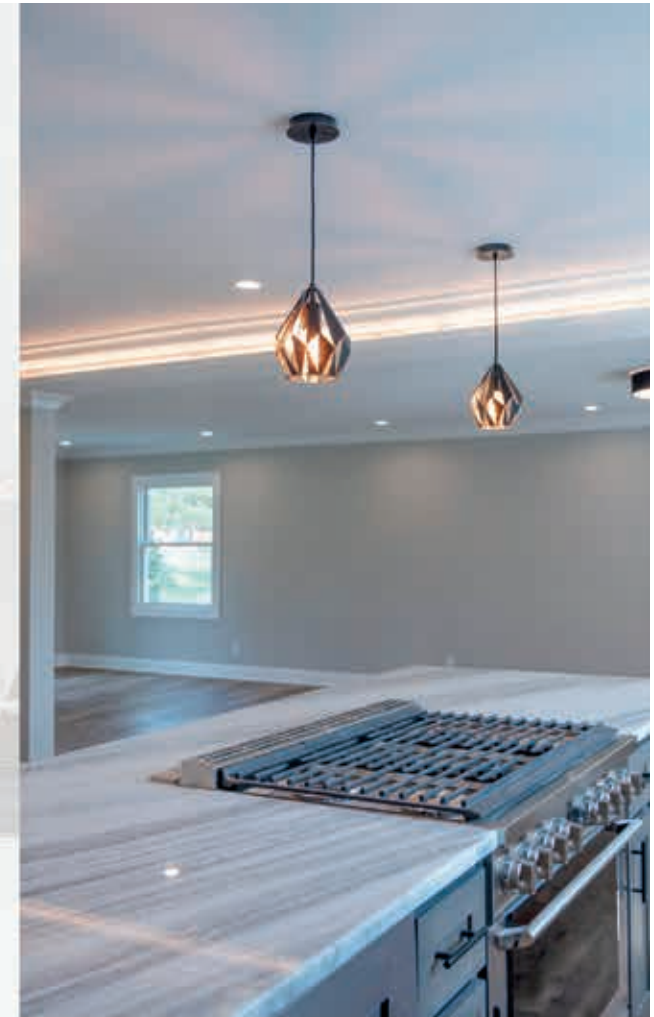


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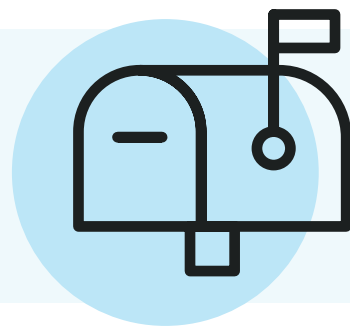


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Central KY Real Estate
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NOTE

Publisher's

NOTE

A friend asked me to give him my totals distances training since I started on the path toward this July Ironman 70.3 event. I started training in mid-February and through the end of May here are the totals.

Swim: 43.5mi
 Bike: 667.6mi
 Run: 181.3

This was a good look back for me to see how far the training has come, and really to take a moment to be excited for what is to come. At the time of writing this, I still have roughly 8 weeks left before the event and many more miles. But thinking of these numbers, there will be many hundreds of miles and hours in training, all to develop what is necessary to execute on race day.

Let's think of how we use this to connect in real estate and business. Thousands of miles driven, thousands of hours spent showing properties, writing contracts, marketing, keeping deals together. All of these skills develop what is necessary to be a true Top 300 performing real estate agent. To perform and show up for your clients at the time that they need you best. You have built your business to know what to avoid, which types of homes will sell quickly vs what might take a bit of time, how to price a home, how to write an offer, and how to interact with the agent on the other side of the deal. These are not things to take lightly, and it also doesn't mean that you have only honed your skills in real estate. Previous careers, personal lives, and athletic backgrounds have all shaped us into who we are today. You are doing amazing things in the business world and the clients you are serving and I want you to know that I love getting to hear your stories and sharing those with everyone who is involved in our platform.

A true thank you to our preferred partners affiliated with our publication. They spend their time and money to be in partnership and support this publication brought exclusively to you. Every one of them has a top-notch reputation and wants to support your business and help you be a more successful agent.



A special thanks to everyone who attended our Launch Party in May, we had a great turnout and a ton of connections took place, our next event will be in Mid-August, stay tuned here and to our social media for more info. A big thank you to Aaron Marsh and The Land Group Title, and Hunter Jablonski of Junk Magicians for being our sponsors of our Launch Party and providing the food and beverages.

Cheers,
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By Elizabeth McCabe

Photos By Bre Taulbee Photography and Blue Moon Estate Sales

BLUE MOON Estate Sales

Your Trusted Resource for Estate Liquidation

Blue Moon Estate Sales is proud to be a trusted resource for estate liquidation and a treasure trove for vintage and antique enthusiasts. Founded in October 2018, Blue Moon Estate Sales has quickly emerged as a prominent name in central Kentucky and Louisville. Anne Helmers and Kelli Helmers, friends, sisters-in-law, and business partners, came together to form this leading local company.

COMBINING PASSION AND NEED

When asked about the inspiration behind Blue Moon Estate Sales, Anne and Kelli shared their deep-rooted love for vintage and antiques. They recognized the need for a trusted resource to assist clients in the process of liquidating personal property. “We saw the opportunity to create a reliable and compassionate service that helps clients navigate major life events,” explains Anne. Whether it’s dealing with the loss of a loved one, going through a divorce, or downsizing to a new living arrangement, Blue Moon Estate Sales offers a supportive and professional solution.

THE BOND OF FRIENDSHIP AND COMPLEMENTARY SKILLS

As friends, sisters-in-law, and business partners, Anne and Kelli highlight the unique bond they share “We are fortunate to have such a strong relationship and the ability to work together,” says Anne. Their complementary skills and strengths contribute to the success of Blue Moon Estate Sales. Anne has a background in Early Childhood Education and Kelli was previously an attorney focused on law and



non-profits. With their combined expertise, they bring a caring and compassionate approach to the business. Together, they tackle client meetings, item photography, staging, pricing, and office management.

NAVIGATING LIFE’S TRANSITIONS WITH CARE

Anne and Kelli expressed their genuine love for what they do and the satisfaction it brings. “Whenever someone needs an estate sale, they are almost always going through a major life event,” explains Kelli. Blue Moon Estate Sales steps in to assist clients during these challenging times, providing support and a sense of relief. By taking on the responsibility of liquidating personal property, they help clients navigate a stressful process with compassion and professionalism. “It’s incredibly rewarding to see the relief clients experience when we can lighten their load,” adds Anne.

HONORING MEMORIES AND UNEARTHING TREASURES

One of the most enjoyable aspects of their work, according to Anne and Kelli, is uncovering the stories behind homeowners’ belongings. Each house they enter holds





a unique history, waiting to be discovered. “Every house is different, and we find amazing stuff,” shares Anne. Blue Moon Estate Sales takes pride in preserving the legacy of a person’s life by finding new homes for their cherished possessions. It’s a journey filled with surprises, heartwarming moments, and the thrill of unearthing hidden treasures.

TURNING HOUSES INTO ELEVATED SHOPPING EXPERIENCES

Blue Moon Estate Sales offers a wide range of services to meet their clients’ needs. It all begins with a free in-home consultation, where the team assesses the individual requirements of each estate. If Blue Moon Estate Sales is deemed the right fit, they bring their own lighting, tables and tablecloths to transform the house into an elevated shopping experience. With expert item photography and engaging videos, they ensure effective estate sales that attract the right buyers. “Securing a successful turnout of excited shoppers is one of the things we do best!” explain this dynamic duo.

Researching and pricing is another area where they shine. Anne explains, “Our staff is specially trained to identify, research and price items according to market value. Their expertise is off the charts and they are fantastic at finding unique and collectible items. We understand the latest trends in the secondhand market and what items are particularly sought after. Ask our team about the history of an item and they can probably tell you more than you ever wanted to know about it!”

A two-day estate sale, generally on a Saturday and Sunday, attracts a crowd. Thanks to a number system at the beginning of every sale, the crowd is controlled with ease. A limited number of people are allowed in the home at one time. A point of sale system also tracks what is selling and shoppers can pay with cash or cards.

COST-EFFECTIVE SOLUTIONS AFTER THE SALE

“Our goal is to always sell as much as we possibly can, but there are inevitably some things left over after a sale. At that point we can help the family identify a solution to quickly and economically clear out any remaining items so they are left with an empty home ready for a cleaning crew,” comments Kelli.

CATERING TO REAL PRODUCERS

Realizing the significance of referrals from real estate agents, Blue Moon Estate Sales understands the importance of trust and professionalism. They aim to be an extension of the agents’ reputation, providing fast and flexible assistance in selling personal assets before or after property transactions. The Blue Moon team ensures that clients and properties are taken care of just as the agents would themselves.

“A Blue Moon estate sale can draw lots of attention to your listing,” says Kelli. “We usually get 400-600 people at our sales and they often want details about the property. If you have the ability to plan it, you can utilize the estate sale almost as an open house.” Agents are welcome to attend the sale to market to potential buyers, or the dedicated staff at Blue Moon Estate Sales are happy to hand out business cards and/or information sheets during the sale.



If you are looking for a Blue Moon estate sale, contact Kelli and Anne sooner than later. Getting a free consultation early in the process ensures that valuable items aren’t donated or tossed. Plus, it gives Kelli and Anne more time to fit you on their calendar and market a sale.

A TRUSTED PARTNER

Blue Moon Estate Sales has swiftly become a trusted partner for estate liquidation in central Kentucky and Louisville. Anne Helmers and Kelli Helmers, the driving force behind this successful venture, combine their passion for vintage and antiques with a deep understanding of the emotional aspects involved in parting with beloved possessions. Their compassionate approach, professionalism, and commitment to preserving the stories and memories behind each item set them apart from the competition.

Whether it’s assisting clients through challenging life transitions or unearthing hidden treasures, Blue Moon Estate Sales stands as a beacon of support in the estate liquidation industry. Let them guide you through the process of estate liquidation with care, compassion, and a love for preserving the past.

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“I am incredibly grateful for the relationships I’ve gained as a REALTOR®. Each purchase is meaningful as I walk alongside people making difficult decisions and I listen to their stories. A favorite story is centered around a sweet family from Kenya...

After 13 years in a refugee camp, they were granted the opportunity to come to the United States. Through the Kentucky Refugee Ministries, they settled in Lexington and partnered with First Alliance Church in Lexington. Every time I showed them a property, a retired church member with construction skills showed up to help them decide if it was a solid home. We looked at houses and put in offers for over six months until they finally won a bid in the chaos of a competitive market.

When the financing was tight, church members donated toward the down payment and one couple co-signed on the loan. The house needed work and the yard was a mess of overgrown vegetation. So for weeks, dozens of their friends showed up to renovate and tackle the landscaping. It was unbelievable how many people felt led to volunteer their time and skills.

“ Each purchase is meaningful as I walk alongside people making difficult decisions and I listen to their stories. ”





Have you ever lent a hand to someone and realized they blessed you way more than you blessed them? That's what happens when you're around this family. Every time I see them, their kids greet me with a hug, and the joy and gratitude on their parents' faces are contagious. They hosted an open house to thank everyone and the place was packed. I met other Kenyans who had also made their way to Kentucky. The mother introduced me to a woman who had helped her paint the entire interior. In another room, I saw where the father had already created a recording studio for his music. The children showed me their rooms and launched themselves off their beds. My heart was fully warmed."

Andy Bathje's professional journey encompassed a variety of fields. He began his career working with at-risk youth, utilizing adventure therapy to address relational and emotional challenges. His passion for helping others and his love for the outdoors led him to become the Adventure Program Manager in Leadership Development at Asbury University. For 30 years, Andy dedicated himself to education, outdoor leadership, and ministry. Eventually, he served as the Executive Director of AdventureServe Ministries, where they led short-term missions and wilderness excursions."I had the counseling background and was in love with the outdoors, and that job combined them both," Andy recalls."I truly love helping people with relationships, social skills, and confidence-building."



Photo by Josephine May Photography

Born and raised in Wheaton, Illinois, Andy attended Bethel University in St. Paul, MN, where he studied psychology and youth ministry. His own transformative experience in a youth group motivated him to help at-risk youth, eventually leading him to volunteer at an afterschool program. Andy's dedication to fostering connections with those in need reflects his genuine desire to make a positive impact in their lives."I'm hesitant to talk about faith too much, it sounds prescriptive and I just want to share my experience," he says."But I made a personal commitment at a young age to serve people, and there's an aspect of real estate that feels like ministry."

Andy strives to ensure his clients feel genuinely cared for and prioritizes their well-being above all else. His mentor, Paul Campbell, also at The Agency, inspired him to embody a similar mentality in his business dealings. Once again combining his passions, Andy has found his niche in the real estate industry."We are called to be good stewards of the Earth," he reflects."I point out features like mature trees, rare birds, and other natural elements that a client might appreciate when viewing a property for a potential purchase." Andy also volunteers with initiatives that support trail advocacy and conservation.

With his personal touch and love of the environment, Andy has been involved in some unique transactions. One was a 275-acre property backing up to national forest land."I had taken a photography professor out to the property for a hike and he took a picture of a salamander," Andy recalls."I put that photo in their file and the buyers' child loved it, and I knew they would take good care of the land."

Andy has been married to the love of his life, Katie, for 24 years. She works for the American Cancer Society and with a master's in counseling, has served in public health for a long time. With hearts for adventure and serving others, the couple decided to grow their family through adopting two beautiful girls. They met Phoebe (17) in mainland China and Lila (12) in Taiwan."People don't always remember that adoption stories begin with tragedy," Andy says quietly."But it works out differently with every family and we feel a connection to our daughters' birth families and countries." He marvels that their family journey started with adventure travels, true to Katie's and his adventurous and ministerial spirits."Caring about people, being flexible, and keeping open hands and open hearts," Andy says."Those are the values we hold true, and our ability to build authentic trust carries a lot of weight in life and real estate."

“ We are called to be good stewards of the Earth. I point out features like mature trees, rare birds, and other natural elements that a client might appreciate when viewing a property for a potential purchase. ”

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Our highly anticipated launch party in May was a great success and we look forward to building on the program and bringing you an event every 3-4 months. Our Mission Admission raised \$830 and was donated to the Shepherd's House in Lexington. More about the organization from its website:

At the Shepherd's House we endeavor to assist residents to gain living skills that empower them to take responsibility for their lives. We strive to create an atmosphere that is conducive to recovery and to establish a life-changing fellowship that will ultimately lead to a successful re-entry into the community.

We believe the needs of individuals in recovery are best met through a healthy reliance on a peer support group, twelve-step programs and the concept of caring and sharing. In doing so we create a framework for a life that can be lived substance free and produce productive members of society.

Thank you to all that donated, and congratulations to **Emma Iler** of the Catalyst Group from Keller Williams Commonwealth who was the lucky recipient of her raffle ticket being selected and her nomination of this non-profit to receive our Mission Admission donation!



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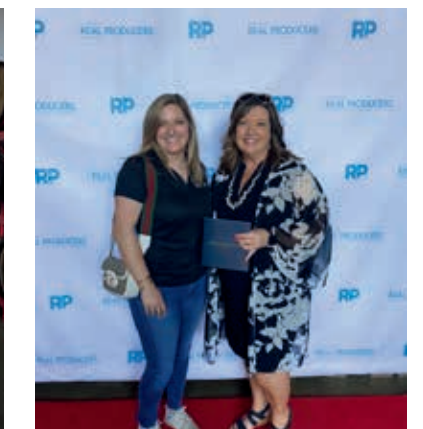
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Photos By Bre Taulbee Photography

Meeting Clients' Needs with a Servant Heart

When discussing what has become a strong successful almost 20-year career as a REALTOR®, Jenny Mateyoke immediately points out that none of the accomplishments would be as fruitful without living every day and going through every transaction with a servant's heart. That particular mindset has driven Mateyoke to not only create a successful career in the realty business, but also as a philanthropist in the community and mentor to those finding their own path in the business.



Mateyoke, who grew up in Lexington and currently resides in Richmond, originally started on a much different path. After receiving a degree in healthcare administration from the University of Kentucky, Mateyoke spent her first 12 years out of school in long-term healthcare. She enjoyed the work, mostly in long-term care facilities, but found herself wanting more.

“One day I woke up and wanted my success or failure to depend on myself and nobody else,” Mateyoke said. “I spoke to an agent in Lexington about a potential real estate career. Shortly thereafter, I took the two-week course, quit my health-care job and never looked back.”

Mateyoke started out with a traditional broker, coming to Keller Williams Realty as an investor, partnering with Dana Gentry, who she was “super grateful” to work alongside. In 2009, she founded The Mateyoke Group, where she serves as owner and listing specialist. But as her own career began to develop, Mateyoke came to the realization that it wasn't just her own development but the growth of others that pushed her to be her best.



“We’re building clients for life.”



“I love training and I take great pride in seeing other agents flourish,” Mateyoke said. “Helping my team members grow their own business is a priority of mine. With a passion for helping others, I began coaching with I Love Coaching Co. It all goes back to helping others either grow their business or start their own team. While it is sad to have agents leave my team and go out on their own, it’s really exciting to watch them grow.”

Everything Mateyoke does starts with people but she fully understands that being at the forefront of technology is a major factor in the business. A balance between the two is key to providing the best service to clients on a daily basis.

“It is important to use technology for leverage but nothing beats a phone conversation,” Mateyoke added. “You HAVE to talk to people...texting doesn’t always do it. There’s a fine balance. I feel that agents often can rely too much on technology and lose sight of interpersonal relationships.”

Part of that balance has been developed for Mateyoke alongside a recent partnership with PLACE. A one-stop real estate platform that provides technology and services to top agents, PLACE has helped Mateyoke continue to stay at the forefront of technology in the business while adhering to the principles of what made her successful in the first place.

“PLACE has been a great partner for me and my business,” Mateyoke said. “It’s been a great connector for me to other top-producing, like-minded agents and it has significantly enhanced what The Mateyoke Group provides but it’s just one avenue we use to stay connected with clients. We do a lot to stay in touch even after their transaction. Of course, we have events and newsletters because we want to have that personal touch with our clients. A lot of REALTORS® get in business to help people and when you have that servant’s heart, you can really connect with consumers. We’re building clients for life.”

However, for Mateyoke, who recently was named to the executive committee for Bluegrass REALTORS®, her work in the industry is just a tiny part of what she’s proud of. That servant’s heart that has helped her assist many of those in her own organization also has helped assist throughout the community.

“It’s been really important for me to give back to my community, particularly local charities,” Mateyoke said. “Our business continues to give back and encourage others to do the same. We have worked with CASA of Madison and Clark Counties, a children’s advocacy group, the Lexington Humane Society and Operation Military Cheer to name a few. We obviously want to have fun and assist our clients but it’s important we give back as much as we can.”

So between her business and giving back to a community that has done so much for her, what does Mateyoke do to unwind?

“My husband, George, and I love watching our son, Nick, play travel soccer. We are always on the go,” Mateyoke said. “We’ve made a lot of friends through that. We’re older

parents, and Nick just turned 13. It’s kept us young at heart. My son is the most amazing, precious thing ever. I can’t imagine life without him. Outside of that, family and friends, the beach, a good book and our two chocolate labs, Maggie and Shelby, keep me occupied.”

The dogs particularly have a special place in Mateyoke’s heart, becoming a part of the family. “We adore them,” Mateyoke beamed. “When Shelby was 6 months old, she was diagnosed with cancer and given just 1-to-3 months to live. Well, she just turned 3. Maggie was supposed to be her replacement and now they’re both a huge part of our family.”

With this obviously very full, servant’s heart, Mateyoke continues to provide central Kentucky residents with solutions for all of their real estate needs.



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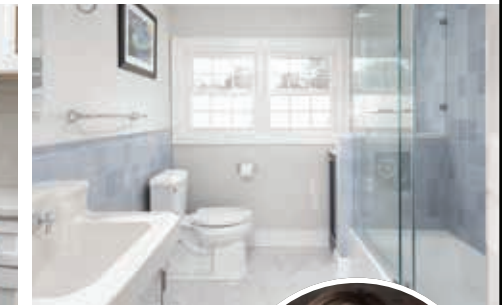
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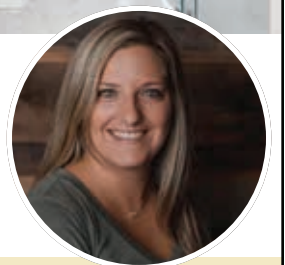
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