

BLUEGRASS

REAL PRODUCERS[®]

CONNECTING. ELEVATING. INSPIRING.



REAL PRODUCER

Ashley Spencer

Keller Williams Commonwealth

ON THE RISE

Clay Hall EXP Realty

AFFILIATE SPOTLIGHT

Pending Media

Cover Photo By Kristen Ellis Photography

NOVEMBER 2023

BRINGING YOU *home*

WHY CHOOSE NORTHPOINTE?

Your buyers' offer will stand out from the rest with more competitive financing terms from Northpointe Bank. Combined with our low, competitive rates, we provide better solutions for more borrowers.

TRUE APPROVAL



Negotiate your purchase terms with confidence by having a full credit approval in hand with Northpointe's TrueApproval™.

HELOC BRIDGE LOAN



Northpointe Bank's Bridge loan allows you to purchase a new home before selling your current one.

15-DAY CLOSINGS



Northpointe Bank will issue a Clear-to-Close status within 15 business days from the receipt of the borrower's complete application* or rebate the borrower \$300.00.

Brian Lykins and his assistant Mary guided me through the home buying process with respect and kindness and brought me to the finish line. As a divorced mom with a son who has autism, this was my first time buying a home alone. I was very grateful for both of them!

Heidi | Lexington, KY

Brian Lykins

Senior Loan Officer, NMLS #7659

SCAN
HERE!



CALL OR TEXT

502-773-4834

FEATURED LOAN PROGRAMS

More loan programs mean that we can custom tailor options to fit your buyer's specific needs, whether that's a low down payment, a full scale home renovation, or something in between.

ZERO-DOWN
OPTIONS

NEW
START

DOCTORS

RENOVATION

BANK
STATEMENT

NON
WARRANTABLE
CONDOMINIUM

INVESTOR
CASH FLOW

VACANT
LAND

JUMBO

*Signed disclosure package and income documents. This is not a commitment to lend. All loans subject to credit review and approval.



TABLE OF CONTENTS

	<p>12 Real Producer: Ashley Spencer</p>		<p>20 Affiliate Spotlight: Pending Media</p>		<p>26 On The Rise: Clay Hall</p>
--	--	---	---	--	---



If you are interested in contributing or nominating REALTORS® for certain stories, please email us at ahutch@realproducersmag.com.

DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the *Bluegrass Real Producers* magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

MEET THE

BLUEGRASS

REAL PRODUCERS TEAM



Aaron Hutchison
Owner and Publisher



Dan Allsup
Ad Strategist



Brett Rybak
Writer



Beth McCabe
Writer



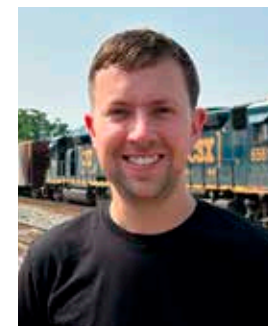
Harrison Whaley
Photographer
ThePhaseTwo Media



Kristen Ellis
Kristen Ellis Photography



Bre Taulbee
Central KY Real Estate
Photography



Gabriel McBride
1075 Photography



Matt Holbrook
inFocus Media
Photographer

We are thankful to be your closing partner!



Happy Thanksgiving from The Land Group

Happy Thanksgiving

Your Real Estate Closing Partner
The Land Group ("TLG") is the modern real estate agents' top choice for a boutique closing partner. Closing with us means personal, professional, and accurate real estate transactions.

Aaron Marsh, Partner
Aaron@landgrouptitle.com



www.landgrouptitle.com | 859-308-6101
527 Wellington Way | Suite 275 | Lexington, Kentucky 40503

If you are interested in contributing or nominating REALTORS® for certain stories, please email us at ahutch@realproducersmag.com.

PREFERRED PARTNERS



This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

BUILDER AND REMODELING

Bluegrass Builders & Remodel
Lauren Geiger
(502) 338-5235

CLOSING GIFTS

Cutco Cutlery
(513) 687-0635
www.cuttingedgeemmi.com

ELECTRICIAN

Rem-Rose Electric
(270) 889-1700

ESTATE SALES

Blue Moon Estate Sales
Kelli Helmers
(859) 523-3483
bluemoonestatesales.com/
lexington

HEATING/COOLING

Hubbard Mechanical
(859) 340-4509
hubbardmechanical.com

HOME INSPECTION

CHC Home Inspection
(859) 388-0530
chchomeinspection.com

HouseMaster

(859) 296-0250
housemaster.com/lexington

HOME WARRANTY

Home Warranty of the Midwest Inc.
(606) 315-5144
homewarrantyinc.com

INSURANCE

Carpenter Insurance Group
(859) 202-3656
carpenterinsurancegroup.com

Comparison Insurance

Jeff Creech
(859) 286-8263

Comparison Insurance

Joey Doom II
(859) 286-8269

JUNK REMOVAL / DEMOLITION

Junk Magicians
(859) 533-1420
junkmagicianslexington.com

MORTGAGE / BANKING

Traditional Bank
(859) 263-2801
traditionalbank.com

MORTGAGE LENDER

Fairway Mortgage
(859) 321-5437

Northpointe Bank

(502) 773-4834
northpointe.com

Republic Bank - Emily Miller

(859) 266-3724

Republic Bank - Rebecca Elliott

(502) 867-7648

PHOTOGRAPHY

Central KY Real Estate Photography
(606) 207-5800
centralkyrealestatephotography.com

PHOTOGRAPHY & VIDEOGRAPHY

Pending Media
(502) 439-5683
pending-media.com

ThePhaseTwo Media

(859) 391-5076
thephasetwo.com

PHOTOGRAPHY- REAL ESTATE

Tonia Witt Photo
(859) 585-6790
toniawittphoto.com

PLUMBING

Hubbard Mechanical
(859) 340-4509
hubbardmechanical.com

RADON TESTING AND MITIGATION

Breathe Wright Radon Services
Jenny Wright
(502) 536-7884
www.breathewrightservices.com

Lexington Radon Mitigation

(859) 382-8570
lexingtonradon.com/

REAL ESTATE PHOTOGRAPHY

Bluegrass Real Estate Media
(502) 330-4600
bluegrassrealstatemedia.com

ROOFING

Mighty Dog Roofing
(859) 600-6220
mightydogroofing.com/
lexington-kentucky

ROOFING & ROOF REPAIR

Roof Maxx
(606) 261-6153
getroofmaxx.com

TITLE & ESCROW

Kentucky Abstract and Title Services
(606) 679-6315

The Land Group

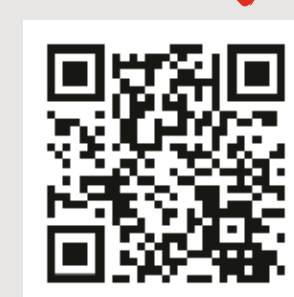
(859) 554-3665
landgrouptitle.com

TRANSACTION COORDINATOR

Seamless Transaction Coordinating
(502) 445-0200
seamlesstransactionllc.com



book online



PHOTOS.
VIDEOS.
3D TOURS.
FOR REALTORS.



Pending Media is a full service Real Estate Media Company. From our listing photo and video services, to our brand development program - we provide real value to our clients through sincere relationships and high quality media. We know how hard you've worked to build your brand, and we always make sure to be a compliment to that fact.



WWW.PENDING-MEDIA.COM | 502.439.5683 (CALL/TEXT)
JAMES@PENDING-MEDIA.COM

EASY ONLINE BOOKING
CALL ANYTIME.



KENTUCKY'S PROFESSIONAL
INSPECTION SERVICES
859.388.0530

Proudly offering complete inspections for your residential and commercial needs. We have an amazing team of integrous and experienced home inspectors- Serving ALL of Kentucky.

RESIDENTIAL
COMMERCIAL
GENERAL INSPECTION
TERMITE
SEWER
RADON TESTING
RADON MITIGATION
AIR QUALITY & MOLD
POOL
CHIMNEY
AERIAL DRONE
AND MORE...

CHCHOMEINSPECTION.COM
859.388.0530

LET US SERVE YOU

Brokers and Agents- We would love to meet with you! Allow us to sponsor your next office meeting, event, or let's just grab a cup of coffee! Contact our Business Manager, Anna Caskey, at 606.416.8269 or anna@chcinsp.com

Now partnered with



to help your clients get to the closing table, faster!
Get 5 free repair estimates with your home inspection!



#1 JUNK REMOVAL SERVICES IN LEXINGTON, KY

Established in 2020 by a college student, and growing quickly due to efficient and fast services and high quality work. No job is too big or too small for Junk Magicians Lexington – we're here to help you clean up your space! Give us a call today to book a free no obligation estimate!

You'll be glad you did!

(859) 203-8952

Licensed Demolition Contractors



✉ info@junkmagicianslexington.com 🌐 junkmagicianslexington.com



TONIA WITT
REAL ESTATE PHOTO & MEDIA
TONIAWITTPHOTO@GMAIL.COM - 859.585.6790

KY License#278672

HouseMaster®

Home Inspections. Done Right. Guaranteed.™
a neighborly® company

- Pre and Post Closing
- Annual Inspections
- New Construction Inspections
- Single-Element Inspections
- Radon Testing
- Air Quality & Mold Testing
- Irrigation Inspections
- Thermal Imaging

(859)296.0250

2022

BY THE NUMBERS

HERE'S WHAT THE
TOP 300 AGENTS
IN THE BLUEGRASS
SOLD IN 2022

10,129



TRANSACTIONS

\$ \$3,303,928,357

SALES VOLUME

\$11.013 MILLION

AVERAGE
SALES VOLUME
PER AGENT



34

AVERAGE
SIDES PER
AGENT

ROOFERS TO THE RESCUE!

REALTOR SIDEKICK PARTNER PROGRAM

- PRIORITY SCHEDULING FOR **REALTORS**
- **FREE** ROOF PRE-INSPECTION
- REALTORS RECEIVE **FREE DRONE SCAN REPORT/PICTURES**



GIVE US A HOWL!
859-832-0123

WWW.MIGHTYDOGROOFING.COM/LEXINGTON-KENTUCKY

LOCALLY OWNED AND OPERATED

Lexington
Radon Mitigation



Lexington Radon was the only company willing to take on our project. I was in the construction business for many years, so I typically do everything on my own home and rental property. My home was so complicated that neither I or any other contractor would touch it. Jarad looked at it and said he loved a challenge. He provided a bid that was reasonable and completed the job quickly. If I ever need radon mitigation again Lexington Radon is the only contractor I will use. I recommend them highly.

-Michael Rogers

SCHEDULE YOUR TEST

Call 859.382.8570 • lexingtonradon.com

Seamless Transaction Coordinating
502.445.0200
team@seamlesstransactionllc.com
www.seamlesstransactionllc.com

AGENTS
FEELING OVERWHELMED?
3 WAYS
SEAMLESS TRANSACTION COORDINATING WILL HELP

- 1) We send all documents to be filled and signed.
- 2) We monitor all deadlines.
- 3) We streamline communication with all parties.

We make loans easier.

More loan options means more opportunities for your clients.

- ← Portfolio Lending Products
- ← Physician, Dental & Pharmacist Specialty Loans
- ← Jumbo Loans
- ← Adjustable Rate Products
- ← Bridge Loans
- ← Remodel & Construction Loans
- ← Home Equity Lines & Home Equity Loans
- ← Lot & Land Loans
- ← Conventional Loans – Fannie Mae/Freddie Mac
- ← Government Loans – FHA/VA/USDA/Kentucky Housing
- ← CRA/LMI Lending Products
- ← Centralized loan operations and serving teams located in Central Kentucky.



While any Republic Bank Loan Officer can assist your clients, today we feature:



EMILY MILLER
Central KY Market Manager SVP
NMLS # 419242
859-266-3724



REBECCA ELLIOTT
VP Mortgage Sales Manager
NMLS 3379
502-542-9425

REPUBLIC BANK

It's just easier here.®

RepublicBank.com Member FDIC

877-892-3434

Republic Bank NMLS ID # 402606



Offer and rates subject to change. Loan subject to underwriting and approval. Additional restrictions may apply. Limited time offer. ©2023 Republic Bank & Trust Company Loan Originator ID #402606.

ASHLEY SPENCER

KELLER WILLIAMS COMMONWEALTH

Photos By Krsiten Ellis Photography
Written By Tori Eiselstein

FINDS HER CALLING



“I didn’t know what the heck I was doing,” laughs Top Producer Ashley Spencer of her official real estate debut during the pandemic. Having experienced numerous obstacles, she has developed undeniable resilience and has truly found her calling in real estate, where she can impact people on a larger scale and create a beautiful life for herself and her daughter. Ashley says, “Real estate was a God thing. It was a life raft that saved me from a less than ideal situation at home.”

From selling industrial maintenance products to interpreting Spanish at the health department and working on a zipline, Ashley has a diverse work background. She even operated a multi-national natural gas company, gaining experience in importing, exporting and accounting, which ultimately set her up for entrepreneurial success as a REALTOR®. She obtained her license in order to work in commercial property while in Texas and encountered numerous difficulties throughout the transactions prompting her to think: “I could do this better. There’s an opportunity here!”

Ashley made her first transaction in June of 2020 and plunged into real estate full-time that

following year. Through the ups and downs, along with the typical challenges that come with owning a business, she has continually honed in on the craft, all the while maintaining a genuine care for her clients. “Everything I’ve accomplished has been against all odds,” she adds.



After going through a divorce, Ashley battled bouts of depression and anxiety; however, this turned into her “do or die” moment and she took the steps to move forward, not only for herself, but for her daughter, Ellamarie. She hired a life coach that she “couldn’t afford” at the time and began to strengthen her mindset.

Now, that she has overcome several obstacles she uses her story as a way to inspire and encourage others, showing they can be successful too.



“I get amped up when people succeed,” Ashley remarks. “That fuels me!” She now leads her own team, an area where she particularly thrives due to her innate understanding that this business is about people. Her first Buyer’s Agent earned six figures in their very first year in the business under Ashley’s leadership. She continues to be passionate about teaching the team how they can duplicate her, delivering service at a high level for their clientele. “I want to give back and help others,” she comments. “Not only clients, but build businesses and help the community thrive.”

Ashley is grateful for the financial freedom and independence that real estate has provided her, especially as a single mom, raising Ellamarie entirely on her own. “She’s my ‘Gift from God,’” Ashley says about her 10-year-old. The duo are like “two peas in a pod” and thoroughly enjoy their lives together. Despite Ella’s young age, she has a deep appreciation for what Ashley has done, and continues to do, in order to provide for them, which is evidence of how much Ashley has invested into her child through thick and thin.

As the middle child, Ashley comes from a tightly knit family, having an “awesome bring up in the country”. However, she always longed for a life outside of “small country living” and due to her adventurous nature, she explored various different places and possibilities. She lived in Japan

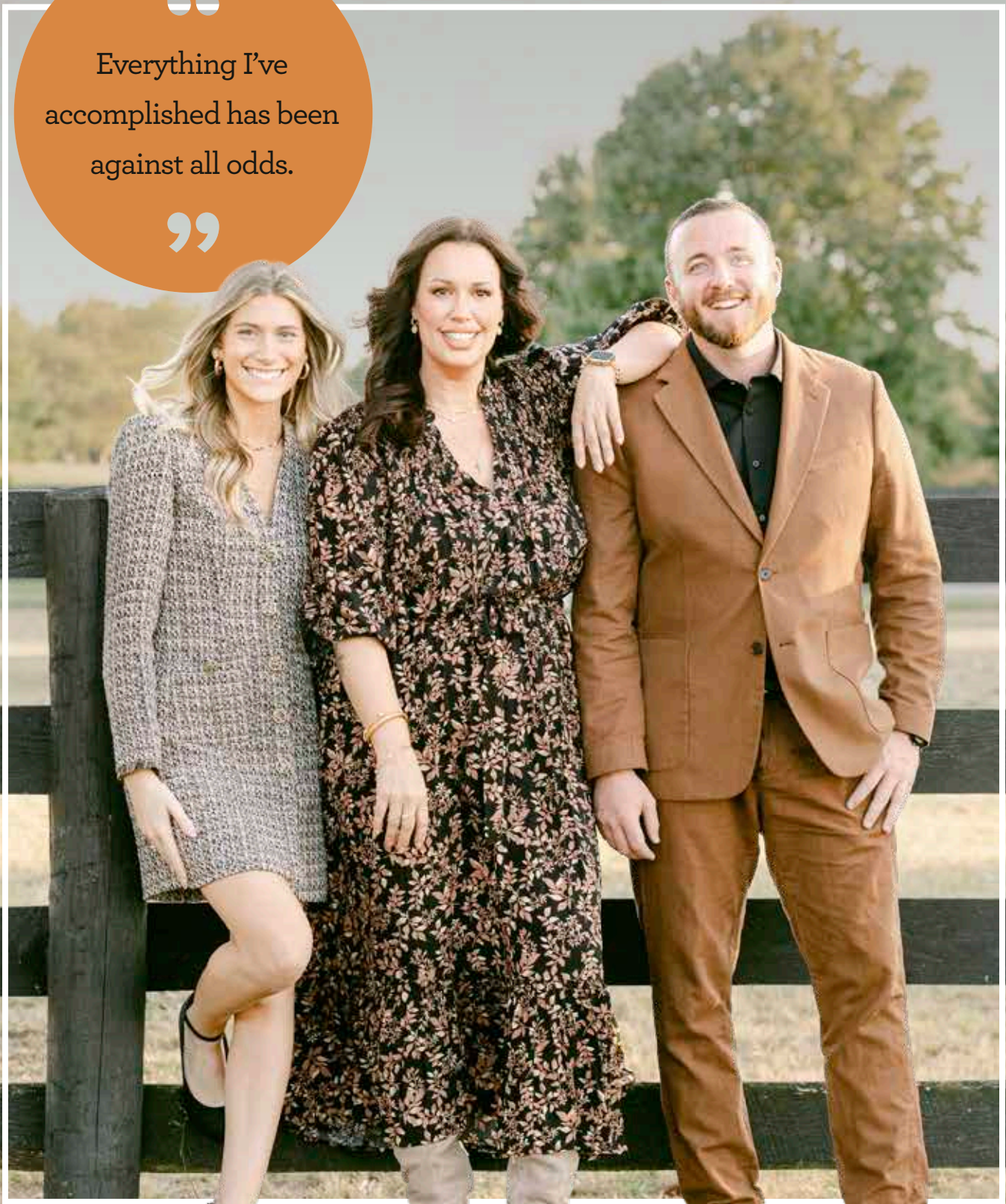
and Puerto Rico for a time, and she even was interested in pursuing careers in anthropology and fashion.

Artistic and bold, Ashley set the fashion trends while growing up. Today, she still loves to express herself through what she wears and this has translated to how she operates in real estate, staying very true to who she is in her business. Her artistic abilities also include writing, drawing and decorating the home. “A home is an expression and extension of who you are,” she says.

Despite her success, Ashley remains humble and grounded. While her real estate success may feel rather sudden, this has been years in the making, and she continually seeks new ways to grow and improve. “I’ve made a bunch of mistakes, but I’ve also learned from every single one of them,” she adds, saying that she didn’t officially “grow up” until age 35. However, her authenticity and commitment to evolve is evident in the way she conducts her personal and professional life, making a positive impact wherever she goes.

In the face of adversity, Ashley has proven time and time again that she not only succeeds through her dedication to hard work, but through her keen ability to adapt to changing circumstances, genuine passion to help others and keeping God at the center of all that she does.

“
Everything I’ve
accomplished has been
against all odds.
”





“
I’ve made a bunch of mistakes, but I’ve also learned from every single one of them.
”

A Modern Approach

Professional Photography | 4K Videos | Virtual Tours | Floor Plans | Branding

Scan to follow us on

Bluegrass Real Estate Media

(502)-330-4600

bluegrassrealestatemedia.com

Aaron@BluegrassRealEstateMedia.com

Book Now

Shining a Light

ON 14-MONTH* COVERAGE

2024-25
plan available
NOW!

- Now 2 Buyer Plan Tiers!
- 4 New Buyer Add-Ons
- Contractor Choice
- Active Military & Veteran Discount
- And More!

Kourtney Funk
kourtneyf@homewarrantyinc.com
(606) 315-5144

Review the terms and conditions, coverage, limitations, and exclusions at homewarrantyinc.com/terms.
*Initial coverage term

Contact Kourtney to learn more or visit homewarrantyinc.com/register

Let's put your plans *in motion*

You deserve access to financial planning, no matter what stage you are at on your financial journey. My mission is to serve individuals, families, and businesses by helping them identify their key financial goals, and achieve them.

thrivent
Jordan Dongell
Financial Advisor
Heartland Advisor Group
771 Corporate Drive Ste 700
Lexington, KY 40503
(859) 553-4663

EXPERT INSURANCE ADVICE FROM TRUSTED MEMBERS OF YOUR COMMUNITY



Together, serving Kentuckians for 60+ years, Jeff Creech and Joey Doom provide attention-to-detail service you expect from experienced professionals. Call Jeff or Joey today for customized competitive quotes to meet your clients' needs.



Jeffrey Creech, LUTCF
859-286-8263

Joey Doom II, LUTCF
859-286-8269



Comparion
Insurance Agency

A Liberty Mutual Company

3288 Eagle View Lane, Ste 190 Eagle View Plaza | Lexington, KY, 40509

Got Radon?

Mitigate & Save a Life.



Call today to schedule your radon mitigation!
502-536-7884 • www.breathewrightservices.com




REM-ROSE ELECTRIC

LET US TAKE CHARGE OF YOUR ELECTRICAL NEEDS!

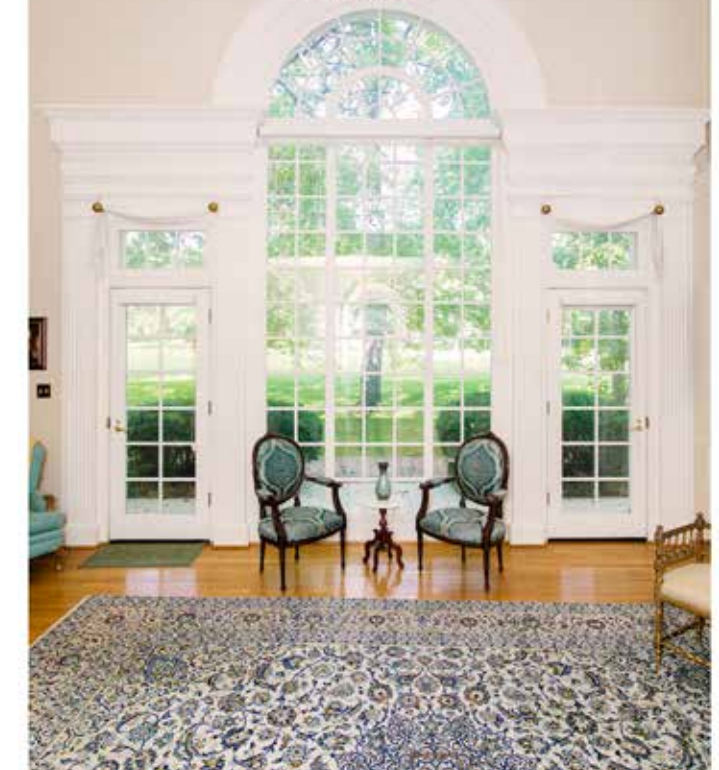
- Residential
- Commercial
- Industrial
- Emergency Services
- Service Upgrades
- Generator Installs & Repairs
- Lighting Experts
- Pools/Hot Tubs
- Remodels
- Solar/EV Charging Stations



Owner, Cody Varney | 270.889.1700 | [RemRoseElectric](https://www.facebook.com/RemRoseElectric)

realproducersmag.com

Professional Photos Put Your Listings in the Best Light!
Bre Taulbee Photography
bretaulbeephoto@gmail.com
606-207-5800



TRANSFORMING REAL ESTATE MARKETING, ONE SHOT AT A TIME

The pandemic was a time to pivot and James Weatherholt was no exception. When he discovered the world of real estate photography in 2020, his business grew exponentially. He found his niche and built his impeccable reputation in the real estate community. With timely service, picture-perfect photos that capture the attention of prospective buyers, and professionalism, he started gaining a loyal following among Top Producers.

Experience + Expertise

"I used to be a REALTOR® 5-6 years ago," says James. "That got me interested in photography." His experience was invaluable. He understands the pain points of real estate agents and makes the process as seamless and simple as possible. Understanding that real estate agents need things quickly, James can accommodate people's time crunches with ease.

After undergoing training and obtaining certification, James launched his business during 2020. "Then everything got really busy," he smiles. He has since expanded his team and is continuing to hire top talent to serve more REALTORS®. To date, he has done over 3,000 photoshoots and more to come.

Best of all, James loves what he does. "I get all the things I loved about real estate without the headache and paperwork of being



a REALTOR®," he explains. "I get to see awesome places and don't have to be in an office all day. I get to be out and about, meet new people, and see fun things. I also get to create art. I never would have thought that I would be considered an artist, but you are when you're a photographer."

Customer-Focused

One thing that sets James apart is that he is customer-focused. When he takes photos of a property, he

delivers the photos the next morning. Speed matters when it comes to putting a house on the market.

"The number one thing for agents is that they need quick access to a photographer. They need their shoots done as soon as possible," he explains. That's why James cleverly designed the name of his business, Pending Media. He captures listings in their best light for properties to move to the closing table and become "pending."

▶ affiliate spotlight

Written by Elizabeth McCabe
Photos By Pending Media

PICTURE-PERFECT PHOTOS LAUNCH LISTINGS TO

PENDING!



But James is not a one-man show. He has built a dedicated team of photographers and an operations manager who handles the logistical aspects of the business efficiently. This teamwork enables them to deliver outstanding service, providing quick turn-arounds and hassle-free media delivery.

Rick Rickerson, a trusted wedding photographer for 30 years, is on the photography team at Pending Media. He also has 30 years of experience at Toyota. "When I hired him, I knew that he would have the work ethic and the skill," explains James. He taught him the ins and outs of real estate photography and Rick has been an essential member of the staff.

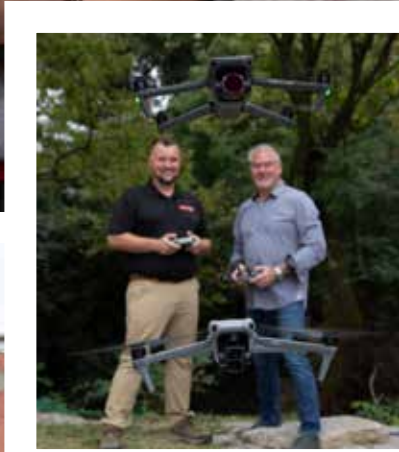
James is also very appreciative of Jenna Lieftring, his operations manager. Prior to working for James, she worked as an assistant for another local real estate photographer. "She makes sure that our days are as efficient as possible," explains James. "We get as many shoots done as possible without driving immensely." She has made a tremendous difference in their efficiency and productivity. Although she currently serves as James' assistant, she will be moving into a management role in the near future.

James is also hiring another professional photographer for 2024 so he can work more on running the business as well as work-life balance.

The Art of Real Estate Photography

James' real estate photography services encompass a wide range of offerings. From drone shots that capture unique angles to 3D Matterport scans that immerse viewers in the property, he ensures that every aspect is covered. Additionally, video tours, 360-degree tours, and Matterport scans add a dynamic element to his portfolio.

Floor plans and virtual staging are also part of the package, ensuring that each property is presented in the best possible light. After all, you never get a second chance to make a first impression.



From photos, videos, and 3D tours, people can see exactly what a house looks like before stepping inside of it. Virtual staging is another option for real estate agents. Houses can be transformed with a few clicks, giving prospective buyers a vision of their "new home." Another benefit of virtual staging is that it saves a considerable amount of money as opposed to standard staging. Why lug around furniture and repaint walls when it can all be done with your fingertips?

Beyond the Lens: Family and Community

Outside of his thriving photography business, James is a devoted family man. He and his wife Mary have been happily married since 2012 and are proud parents to four beautiful children: Declan (7), Grayson (6), Emmett (3), and Riley (5 months). The Weatherholt family is actively involved in their community, attending the University Heights Church of Christ in Lexington.

Originally born in Louisville in Jefferson County, James came to Lexington and put down roots here. He built a thriving photography business and found his purpose and passion in the process.



For More Information

In a digital age, photos matter. Prospective buyers can decide in seconds whether they want to see a house in person, all based upon photos. That's where Pending Media delivers. Let your listings get the attention that they deserve with James' experience and expertise.

For more information, check out pending-media.com or contact James directly at james@pending-media.com or 502-439-5683.



RESIDENTIAL & COMMERCIAL
HVAC • PLUMBING • BOILERS



ART HUBBARD,
OWNER

CONTACT US:

859-340-4509

hubbardmechanical.com



HVAC



Plumbing



Boilers

Proudly bringing Pride, Honesty, & Integrity to All
our Customers

CHANCES ARE,
**THE ROOF DOESN'T
ACTUALLY NEED TO
BE REPLACED!**



ROOF  **MAXX**

LONG LIVE YOUR ASPHALT ROOF

Top 3 Reasons REALTORS® Love Roof Maxx:

- 1) Handle roofing objections before they come up & make your listings even more marketable!
- 2) Save transactions that involve roofing concerns for your buyers!
- 3) Stay top of mind by referring your past customers so they can save money!

606-261-6153 | getroofmaxx.com

“Clearing your path to home ownership”




- Real Estate Title Searches
- Escrow Closings
- Title Insurance
- Document Preparation
- TRID Closings

219 E. Mt. Vernon St., Suite 3, Somerset KY • (606) 679-6315 • orders@kyabstractandtitle.com

CLAY HALL



▶▶ on the rise

Photos By 1075 Photography
Written By Brett Rybak

EXP REALTY

To say Clay Hall took a circuitous route to a successful career with EXP Realty would be an understatement. From being a college student with an unknown career path to teaching and serving on the side to make ends meet to having three-plus years of career growth as a REALTOR®, Hall has been able to experience and grow from it all.

Hall grew up in Lexington, graduating from Lexington Christian Academy in 2010 after excelling in baseball, basketball and football. Despite admitting he “was not much of a student,” Hall moved on to Georgetown College, where he continued to stand out on the diamond and enjoy the social aspect of college, but was continuing to find his footing in the classroom.

“I just didn’t know what I wanted to do,” Hall said. “I went to college and found my passion playing baseball but I was unable to find a career path that provided the same gratification. I was breezing through without an idea of what to do with my career.”

Ultimately, Hall chose to go into teaching, where he became a physical education teacher. He received his emergency certification and went on to enjoy coaching both baseball and volleyball. However, after his first year teaching, his position was eliminated and he found himself once again searching for stability.

After applying for all kinds of jobs in central Kentucky, serving to try to make ends meet, a friend of Hall’s helped with a breakthrough.

“He said I was meant to work with people,” Hall said. “He pointed out my ability to connect and, almost immediately, I went into the phone sales business.”



Hall worked for Cellular Sales, an authorized retailer of Verizon, for the next four years, quickly finding success in the business. He eventually worked his way into the top 50 agents nationally in the organization, reaping the rewards of his hard work after venturing down his new-found career path. But again, something was missing.

“I wanted to control my own future,” Hall admitted. “I knew I was a good salesman and good with people. I wanted to make a lifetime impact so the way I did that was to start my own business. From the start, if you take care of people and treat them the right way, you’ll reap the benefits.”

He looked at a career in pharmaceutical sales or medical sales but, in March 2020 after a short time as a part-time real estate agent while still working as a Verizon sales rep, chose to go into real estate full-time.

“I wish I would’ve known to do real estate or sales when I was 18,” Hall said. “Teamwork. Work ethic. So much of it came naturally from playing sports growing up. Working in the phone sales industry also really helped me so much in developing the customer service skills and sales skills needed in the real estate industry. I was raised in a Christian home with good mentors who pushed me. All of the good people around me helped mold me. The discipline and desire to push through things have gotten me to where I’m at right now. That desire to help care for people pushes me to succeed.”

Ricky Carruth, Hall’s coach in the real estate world with EXP, along with several other agents across the country, have helped him throughout the process, providing affirmation that what Hall is doing on a daily basis is on track with his professional and personal values.

“Ricky always helps me continue to prioritize the relationships over transactions,” Hall said. “It’s important to do what’s right and have your client’s back. You’re always trying to help your client get to their next spot and achieve their goals. Ricky’s always been there to keep me grounded throughout the highs and lows of the business.”



Now, almost hand-in-hand with his comfortability and stability in his professional life, Hall has found the same in his personal life.

“I’ve been married to my wife, Ashley, for almost five years,” Hall said. “She always has been a huge supporter of all my endeavors. As a teacher, she has helped support me through this process, continuing to be a huge help and my biggest fan. One of the most rewarding parts of this career, has been the flexibility to be able to be at home with my son, not miss any bedtimes and be present for my family.”

The couple has a 2-year-old son, Hudson, with another child on the way. A huge fan of Kentucky athletics, Hall also enjoys getting out on the water, often spending time on Lake Cumberland.

With his career path now solidly in place, Hall is enjoying the comfort of having balance in all aspects of his life after taking a winding, sometimes rocky path to where his feet are.



“It’s important to do what’s right and have your client’s back. You’re always trying to help your client get to their next spot and achieve their goals.”

”



Cheers to buying a home this Fall

We're your local choice for mortgage loans

Whether you're helping clients purchase their first house, or build their dream home, nobody understands the importance of home better than a local bank. We have a mortgage solution for your customers, with loans for all income levels. **Working with a Traditional Bank lender you and your clients will be less stressed, more informed and ready to move this fall.**

To find a local lender visit us at traditionalbank.com/home-finance



**Traditional
Bank**

Frankfort Frenchburg Lexington Louisville Mt. Sterling Paris Shelbyville Winchester

MEMBER FDIC



Beautiful Content

Fast Delivery

- Photo, Video, Drone, Graphic
- 3D, Virtual Tours
- 24-hour turnaround
- Package/Bundle Deals
- Referral Credits



Website



Instagram



(859) 391-5076

Schedule your shoot today!



thephasetwo
Local marketing for local businesses.

Add a Touch of *Elegance* to Your Home!

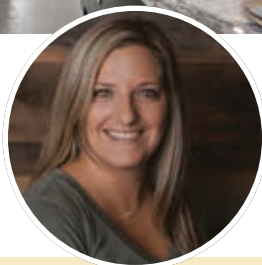
Bluegrass Builders & Remodel offers a full range of services to assist in making your house the perfect home. Whether starting from scratch with a new construction or sprucing up your existing space with an interior remodel or home addition, *Call the experts today!*



Bluegrass Builders & Remodel has you *covered!*

LAUREN GEIGER

502-338-5235 • #girlsinconstruction
Lauren@bluegrassbuildersandremodel.com



Simple Mortgage Fewer Fees Lower Rates

"Marcus was always willing to help. He was always communicating every step of the way and made the home buying process super easy. He was confident and always helped with possible offers on houses. Truly an amazing worker and you guys are so lucky to have him! We cannot thank Marcus enough!" - Lauren



Marcus Beau Hundley
Loan Officer | NMLS# 2169498

859-321-5437
10140 Linn Station Rd
Louisville, KY 40223
Mhundley@statewidemortgage.com



CIG
Carpenter Insurance Group, LLC
Chase Carpenter, Principal Agent



key neighbor!

We're your local insurance pros,
and we're here to help.

859.202.3656
carpenterinsurancegroup.com
141 Prosperous Pl, Unit 26
Lexington, KY 40509



Chase Carpenter
Owner, Principal Agent



Casey Day
Agent, Account Manager



Paige Taylor
Sales Agent

Proudly Protecting:

home
auto
life
business

CUTCO IS FOR CLOSERS

*What are your clients using daily,
that reminds them of you?*



Closing & Referral Gifts • 100% Tax Deductible
High-End Branding



CONNECT WITH EMMI!



Emmi Abel-Rutter, Gift Consultant
 513.687.0635
 YourSharpestFriend.com
 eabelrutter@gmail.com



WE'LL SELL HOUSEHOLD ITEMS FOR YOUR CLIENTS IN NO TIME WITH NO STRESS



Visit [BlueMoonEstateSales.com](https://www.BlueMoonEstateSales.com)

We get homes market-ready in just one week. Call us today.

BLUE MOON OF LEXINGTON
(859) 523-3483