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ON THE RISE:

Andrew Sester

AFFILIATE SPOTLIGHT:

46Solutions

Photo By Gabriel McBride

JUNE 2024

ONE Photo Can Make or Break Your Listing!

Real estate media secret revealed: One particular CAN'T miss photo that every listing needs.



ASK THE EXPERT

"I just need a few pictures the house will sell itself."



JAMES WEATHERHOLT
OWNER/ FOUNDER

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If there is only ONE upgrade you choose this year, make it a twilight!

Admittedly, we should probably talk about our highest profitability item in these articles because hey, we are all here to do business right? But in all honesty, WE exist to help YOU grow your brand, and we believe that the easiest way to do that is through excellence in listing media.



Emotion and connection. These two things power almost everything we do in life and the wise Realtor understands that relationship is what drives business long term. Yes, there are many factors inherent to a "sale" BUT what about the next one?

Small things can make a big impact and we couldn't recommend a single tactic more than twilight photos. Whether you choose to have our team come out during the "sweet light" of the evening to capture the picturesque setting of a farm house, or the urban oasis of a back yard pool, or if you just choose to add a virtual twilight to your standard media package, the photos above are self-explanatory examples of how eye-catching a twilight edit can be. It's easy to SEE how they can catch the eye even during a quick scroll.



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We recently were given a huge compliment from a Realtor who said that they got a call from a seller who was ready, without even meeting them, to contract them as listing agents because the seller wanted the highest level of marketing and media and their listings simply popped off the page as they were scrolling through MLS. "We landed the listing BECAUSE of Pending!"

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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

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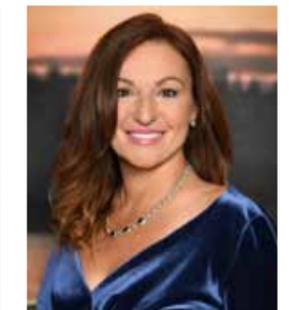
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46

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▶ affiliate spotlight Photos By Keni Parks
Written By Dan Steele

Real estate agents often have ready-to-go solutions for their clients when it comes to mortgage lenders, stagers, moving companies, and contractors, but who can they turn to when it comes to technology issues? Who do you call if an offer on a house is contingent on the built-in home theater system being fixed as part of the transaction? Or where can a growing brokerage turn when they want to make sure their data network and information is secure? For real estate professionals in the Lexington area, locally employee-owned 46Solutions is ready to provide the installation and support for these technological needs and beyond.

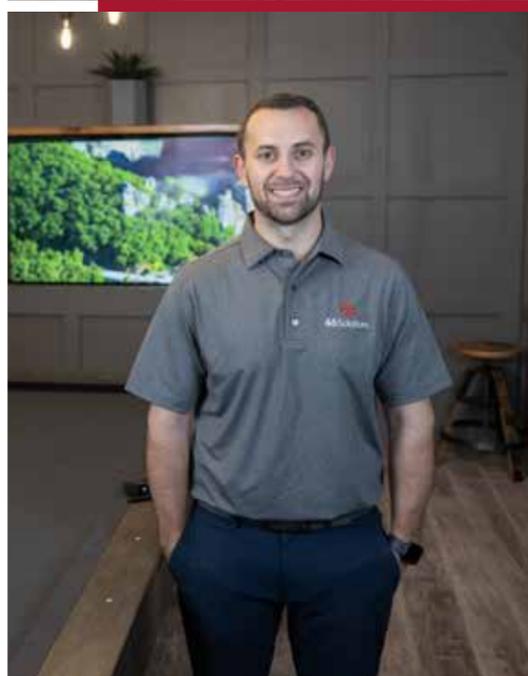
Awarded Small Business of the Year by Commerce Lexington and #2 on Business Lexington's List of Top IT providers in Central Kentucky, as well as Best of Lex Winner 2024 for Best Technology Firm and Best Audio/Video Company, 46Solutions is a one-stop-shop technology resource for agents with the knowledge and expertise to meet every need and truly rooted in the community, be it audio and video solutions, smart home automation, or outdoor lighting control.

"Our residential consultants help homeowners by designing and installing high-quality audio and video systems, creating immersive entertainment experiences, enhancing home security, and providing expert technical support and maintenance," explains Marketing Director Crystal Newton, "and our commercial solutions provide local businesses comprehensive IT support, maintenance, and monitoring of IT infrastructure, ensuring optimal performance, enhanced security, and expert troubleshooting, allowing the business to focus on core operations."

Those who visit their showroom in the Lexington Green retail center will find a state-of-the-art space available for client project inspiration, builder and designer walk-throughs, and a corporate and employee meeting area. "Our Audio/Video Showroom opened in the fall of 2020 and is a host for the latest in residential and commercial technology, and somewhere that you can test drive different AV and smart home options before you buy," says Crystal. "We are happy to invite REALTORS® to the showroom by appointment to allow their clients the opportunity to see what is available and how they can improve their new home." The showroom also serves as a way for the company to give back to the employees and the community as well. "We love to host watch parties at the Audio/Video Showroom during March Madness, where you can bring your laptop and work while you watch," Crystal elaborates. "We even rent the space to other companies for corporate events."



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46Solutions has roots back to 1946, when their parent company, Davis H. Elliot company (DHE), was founded. Debt-free, 100% employee-owned, and headquartered in Lexington, DHE currently employs about 3,000 people across over 20 states. As the company grew, they developed a well-equipped and successful internal IT department that saved the company tens of thousands of dollars or more through practical workplace applications. With the vision to diversify into other lines of business to maintain the sustainability of the stock for the employees, DHE's Vice President of IT, Bob Fronk established 46Solutions in 2019 with just nine employees to offer central Kentucky businesses IT services and cybersecurity protection. Having grown to more than 35 full-time staff, their commercial

line of services now also offers phone systems, cloud communication, and network consulting. "We provide to small and medium sized businesses that don't have their own IT department," says Director Wil Winstead, "and for cybersecurity, we can come in and help companies take a look at compliances they're required to meet, whether it's things their cybersecurity insurance requires of them, the contracts their customers require of them, or industry and legal standards they have to follow and we can help them audit that, then identify and close any gaps they may have."

While the audio-video integration services weren't initially offered, it wasn't long before an opportunity to fill a gap in the market appeared. "After being asked repeatedly to provide

corporate AV and consistently referring the business to other providers, Bob and our team decided to augment our line of services," relates Alex Blanton, Manager of Audio/Video Services. Developing a team of tenured industry professionals, 46Solutions now offers local homeowners and businesses a variety of audio and video services, including business conference room enhancement, digital signage, video walls, home theater, TV and projector options, outdoor entertainment, smart home automation, smart locks, video doorbells, residential security cameras, garage control, outdoor lighting control, or just home Wi-Fi and networking.

As co-owners of the company, the team at 46Solutions prides themselves on their ability to offer the Lexington

community a full suite of technology solutions from certified experts from the initial call to the completed project and beyond. "Lexington is home, and we are happy to live here, raise kids, and be amongst our friends and fellow co-owners while we do it. Each and every project is different and customized to fit the needs of the client. The philosophy of servant leadership empowers our team to make their own choices when they need to; choices that are right for the customer," says Crystal. "Being able to provide technology that works, that helps, that brings peace of mind, and the joy of entertaining is very fulfilling."



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TIFFANY JARVIS

NATIONAL REAL ESTATE

an excerpt from the Real Producers archive

Tiffany is an out-of-towner in the Lexington market and started her real estate business with no real database. “My average sale is the average price in Fayette County,” she says. “I built my business on strangers from Zillow in the core of Downtown Lexington.” It has taken her six or seven years to build repeat business, but now she is getting referrals for people who are buying second homes. “I love my job so much that it doesn’t feel like work,” she says. “I work all the time but my life is simple and I love what I do.”

“I have a huge book of business that includes people of Nepali, Congolese, and Zimbabwean descent,” Tiffany explains. “It was built entirely word-of-mouth.” She wasn’t specifically trying to develop a niche and explained that she helped several families through Zillow leads, and they in turn referred friends and big families.

▶▶ cover rewind
june 2023

Photo by
Bre Taulbee Photography



▶▶ on the rise

Written by Elizabeth McCabe
Photos by Jonah Deaton | JD Photography

ANDREW SESTER



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NAVIGATING REAL ESTATE WITH COURAGE AND COMPASSION



I grew up in a one stoplight county,” says Andrew Sester, recalling his early days growing up on the Jackson/Clay Line. He has fond memories of his family’s 104-acre farm, where he rode four wheelers until his heart was content.

“If you bought ice cream at the store in the summertime, it would melt by the time you got back home,” he points out, recalling the 1 hour and 15 minute drive to London, which is where they would shop.

Growing up where he did gave him an appreciation of living in Appalachia. “I had free rein and could explore our farm,” he says. “Everyone knew each other.” Andrew embraced the small town mentality, which he credits for him being more adventurous.

No stranger to adversity, Andrew’s father had two kidney transplants and his mother dealt with Muscular Dystrophy. Andrew developed a close tie with his grandmother, who lived across the street from his family’s farm.

“She was kind of like our second mother,” he smiles. “She was always right there our entire life.” She lived until the ripe old age of 98 and Andrew credits his work ethic to his grandmother as well as his days spent on his family’s tobacco farm.

“My entire family had a strong work ethic,” he says. They worked in the tobacco fields on the farm. Little did Andrew know that

this work ethic would shape who he is today. He also had a love of homes from his childhood days.

“I was interested in architecture, specifically,” he says. Home interiors and set designing also fascinated him. He jokes, “I was that weirdo who wanted to go into people’s homes and see how they decorated it. I was always begging my parents to rearrange the furniture and paint the walls. I was always in charge of our decorations.”

His grandmother let him decorate the house the way that he chose. “I could go wild in her house,” he laughs. “That is partially why I have a bad back now.” From scooting couches around on the floor to rearranging furniture, Andrew did it all. Now in real estate, he can go into properties and assist his

sellers with staging. He combines his talent with his partner Andrew Vaughn, a general contractor, to do a lot of fix and flips as well as Airbnb properties. In the process, Andrew has gained a steady following on his social media channels, inspiring others through his design. “People jokingly call us ‘The Andrews,’” he comments.

PIVOTING DURING THE PANDEMIC

“My real estate journey began in 2020,” says Andrew. “My Dad was having his last kidney transplant and I had to quit my job.” Living 2 ½ hours from Cincinnati made it challenging for the transplant and all the lengthy medical appointments afterward. “My mother also had a broken femur,” he adds. With his heart of compassion, Andrew took care of her as well.

His efforts didn't go unnoticed. "My Dad surprised me by purchasing a real estate course online because he knew it was an online program that I could do in between his appointments at his kidney specialists after his transplant," he says. Andrew went through all his licensing at the beginning of 2020 prior to Covid.

"Then the world shut down," he recalls. "The day I took my final for school, my Dad had a stroke and went downhill." His father ended up passing away and Andrew's license was delayed until August.

"I finalized my license on my Dad's birthday, which was very strange. I knew that this was something he had always wanted me to do," he says. Andrew kept persevering, even though he felt the odds were stacked against him at times. "In a span of 2 years, I lost nine immediate family members. It was insane," he says. "I don't know how I made it through all of that and built a business, but here we are."

Real estate requires dedication and discipline. Fortunately, Andrew had both of those qualities. "I'm very task-oriented," he says. "I'm also a very compassionate person." Putting those two qualities together was the secret to his success. "I felt like I could dive into my clients' needs and keep my mind occupied." Work helped him to progress in life as his career began to accelerate.

Andrew learned all that he could and adapted new technology to better serve his clients. He would eat, breathe and sleep real estate, using his skills to help others in the process.

INSPIRING OTHERS

"Now I coach new agents and I use this analogy with them, 'It's hard to bloom from a new seed when you are surrounded by other blooms that are taking all of your sunlight.'" New agents need to figure out how to "get the sunlight" and be in an environment that gives them the tools that they need.

Today, as a Branch Manager and Team Lead at Keller Williams Legacy Group - London, Andrew continues to inspire others with his resilience and compassion. He mentors new agents, sharing his wisdom and guiding them on their own journeys in real estate. Through volunteer work and community engagement, Andrew gives back to the places

that have invested in him, embodying the belief that kindness and goodwill always come full circle.

MUST LOVE DOGS AND DESIGN

Outside of his work, Andrew finds joy in interior design and spending time with his beloved Goldendoodle, Avery, who makes his house a home. Despite his busy schedule, he makes time to relax and unwind, although he jokes that he doesn't have time for hobbies. However, you can expect to find him in the kitchen, making delicious dishes with his culinary creativity.

A REWARDING CAREER

"I wish I had known how rewarding this career would have been," says Andrew. "I would have done real estate many years ago. It's more than opening doors; it's building connections and loving the community around you." With each client he serves and each relationship he cultivates, Andrew continues to make a lasting impact, proving that navigating real estate with courage and compassion is not just a profession but a way of life. He wouldn't have it any other way.



“

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STEVEN KING

► cover story

Photos By Gabriel McBride
Written By Brett Rybak

CENTURY 21 ADVANTAGE

Steven King’s quest to becoming an award-winning REALTOR® in central Kentucky has been one with many steps along the way, with each leading him to where he is today. The associate broker with CENTURY 21 now has been helping many in the Commonwealth purchase and sell their homes since earning his real estate license in 2017.

King started his quest in the late 1970’s with a focus on building materials before beginning work on building houses. Shortly thereafter, King went on to use this knowledge to go on to work for a building manufacturer, all the way up until 2015.

At that point, King, who has two sons, Zachary and Seth, moved to Kentucky and married his REALTOR® wife, Mary Ann.

“I had been flipping houses and working on building those houses when Mary Ann mentioned that she thought I’d be good in the world of real estate, so I went for it,” King said. “I picked up my license in October 2017 and have been a top-producing agent within our company ever since.”

When getting started, King thought it was critical to learn as much as he could so he “went to school” in real estate on his own. He had a building and home inspection background but he wanted to learn more. In doing so, he earned his brokerage license in 2020 and is now an associate broker in Lexington.

“My background is and has been extremely important to my success in this field,” King added. “I’ve done so much with building

BUILDING RELATIONSHIPS THROUGHOUT CENTRAL KENTUCKY



and really gaining a strong knowledge of all the materials that go into producing a great home. Being a home inspector and doing appraisals has culminated into real estate and helped me become somebody who’s not your average REALTOR®. I’m constantly looking at the best way to make the purchase work for the individual client.”

There have been a wide variety of clients for King over his time in the industry but he takes a great deal of pride in working with a select group that means a great deal to him.

“I really like to prioritize and set aside a great deal of time for military veterans,” King said. “In fact, I’d say I work predominantly with veterans. It’s critical for me to make sure they are taken care of properly

because of all they’ve done for us. There are a lot of first-time homebuyers among veterans. I recently sold a 61-year-old marine his first home and it was one of the most rewarding transactions and relationships with a client I’ve had.”

But, whether it’s a military veteran or one of King’s many other clients, the happiness he’s able to provide all of his clients is what ultimately makes his job as rewarding as it is.

“The best part of all of this, without a doubt, is closing on a home and making people happy,” King said. “Whether it is helping a client buy or sell a house, it’s awesome to help give them a sense of a new beginning. It makes you feel really good about going through everything you do to help people.”

“““

WHETHER IT IS HELPING A CLIENT BUY OR SELL A HOUSE, IT'S AWESOME TO HELP GIVE THEM A SENSE OF A NEW BEGINNING. **IT MAKES YOU FEEL REALLY GOOD ABOUT GOING THROUGH EVERYTHING YOU DO TO HELP PEOPLE.**



While he takes a lot of pride in the time he takes helping people reach their dreams, King does like to take some time away from work for himself – and a few of the newest members of his family.

“I really like to golf but that’s really difficult to wedge a round into a busy schedule,” King admits. “All that pales in comparison to now having the opportunity to be a grandfather for the first time. We have a couple grandchildren on my wife’s side, Walker and Channing, and they’re amazing. I gladly let them take up all of my free time.”

One thing’s for sure, King absolutely enjoys this life and career he has built.



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