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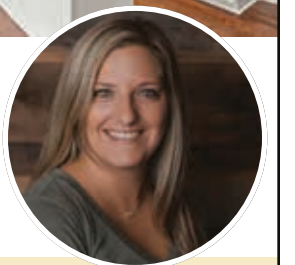
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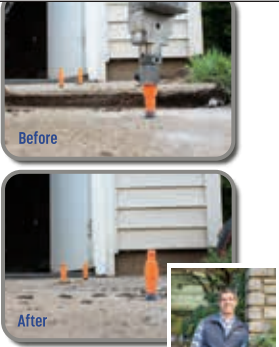
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

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RIGHT CHOICE PROPERTY INSPECTION

Making the Wright Choice



As the CEO and founder of Wright Choice Property Inspection, Nick Wright has spent almost a decade inspecting homes around Greater Louisville and Southern Indiana with the pursuit of excellence centered at the heart of his service. Nick's company has big plans, too, with a recently-announced decision to expand Wright Choice into Lexington and central Kentucky.

"We are fully licensed, insured, and certified to provide inspections in Indiana and Kentucky," Nick notes with a touch of pride. "And with an awesome, dedicated team of inspectors, we are committed to delivering fast, friendly, and professional service every single time."

Professional Expertise

Established in 2015, Wright Choice is a full-service inspection company based in Jeffersonville, Indiana, offering a comprehensive range of inspection services for residential, commercial, and light industrial properties.

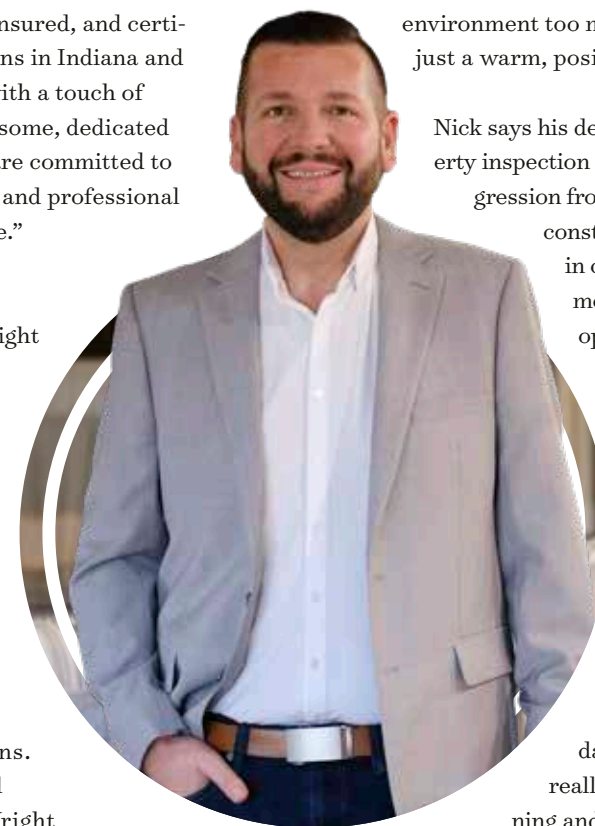
"We are truly a one-stop shop," Nick explains.

"Beyond the traditional property inspection, Wright Choice offers wood-destroying insect inspections, radon gas testing, radon mitigation, sewer scope inspection, as well as mold and indoor air quality testing."

Under Nick's leadership the company has flourished, currently boasting 12 full-time employees. The recent decision to expand to Lexington and central Kentucky reflects the company's commitment to growth and serving a wider clientele. Despite this expansion, Nick notes the company maintains a close-knit culture, emphasizing a collaborative work environment.

"All of our employees are hard-working, amazing individuals and we really do try to embody a family-like feel and not 'corporatize' our work

environment too much," Nick points out. "It's just a warm, positive vibe at the office."



Nick says his decision to go into the property inspection industry was a natural progression from a career in commercial construction. With a background in carpentry, project management, and business development, Nick's hands-on experience uniquely positioned him for success in the real estate inspection sector.

"The transition was fairly seamless, thankfully, with my extensive network in construction that started generating job opportunities from day one," Nick affirms. "We really did hit the ground running and I love what I do."

"Definitely the most fulfilling part of our profession is reassuring clients that by working with us, they are making a safe and sound real estate investment," he adds. "We strive to educate our clients while providing them with the most thorough inspection in the industry."

An Exceptional Experience

What sets Wright Choice apart is a firm commitment to exceeding customer expectations. The company aims to provide the best inspection experience possible with fast and efficient turnaround times, even during busy seasons. Leveraging state-of-the-art software and inspection tools, Wright Choice ensures a user-friendly and easy-to-understand inspection process.

“

Definitely the most fulfilling part of our profession is reassuring clients that by working with us, they are making a safe and sound real estate investment.

”



Photo taken at Plains of Millan Development by Premier Homes

Reflecting on significant changes in the real estate market since he first started his business, Nick acknowledges the challenges posed by market fluctuations, including the impact of the global pandemic and the current market downturn due to higher mortgage rates. Yet, Wright Choice has demonstrated resilience and adaptability, emerging stronger than ever despite market volatility.

“We have been fortunate to experience and make it through the upswings and downturns of the real estate market, especially the COVID era when clients chose to waive inspections in order to get a deal accepted under contract,” Nick acknowledges. “But we have a great outlook and we’re excited about our expansion plans.”

Balancing Work and Life

When he’s not busy inspecting homes, Nick cherishes time with loved ones, a round of golf, and the joy of cooking for friends and family. Married to his wife Jenny since 2012, the couple shares the delights of parenthood with their two children, Hudson (7) and Olivia (4).

“My wife and I enjoy spending quality time with our children and giving them the best experiences possible,” Nick adds. “We also love trips to the beach and enjoy visiting Florida.”

Looking ahead, as the inspection industry continues to evolve, Nick remains optimistic about the future. While many companies grapple with tough times, Wright Choice stands out with

its positive outlook and commitment to delivering exceptional service even in challenging market conditions.

“We will continue to go above and beyond to make our top-producing agents look like rockstars!” Nick concludes. “And all of our clients can easily schedule appointments through calls, texts, or online, so booking is always convenient and accessible.”

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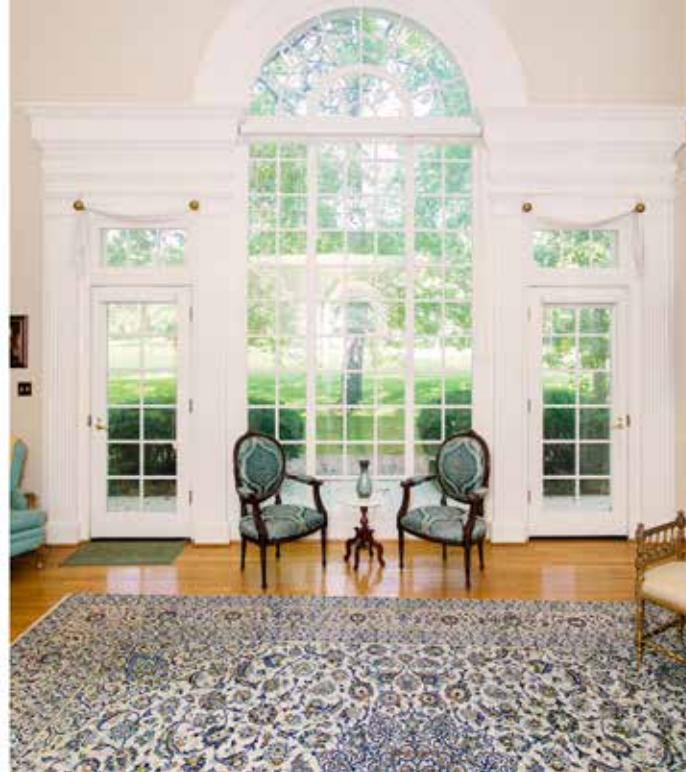
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Miranda

HINCHMAN

Using Experience to Encourage Clients' Informed Decisions

Born and raised in central Kentucky, Hinchman graduated from the University of Kentucky with a bachelor's degree in integrated strategic communication and a master's in organizational communication. She found herself recruited into corporate America while pursuing her degree. After years, Hinchman left her corporate job as an auditor with Lexmark International for the real estate world in January 2008 because she realized she needed to be in a career that was personally more fulfilling for her.

"I wasn't fulfilled," Hinchman said. "I needed to be happy and for others to be happy to see me, so I made the decision to get into real estate. I didn't realize at the time, 2008, that the industry was in major flux. But I came in and immediately and got to work. That set the tone for my career, realizing there was nothing I couldn't outwork."

That work ethic and commitment to running a successful business has proven to be fruitful as she just surpassed 16 years in the industry in January. Hinchman became a licensed broker just more than three years ago after having a delay because of the COVID-19 pandemic causing the process to take several months to complete. After working for the same company for 15 years and having her own team for 10 years, Hinchman made the move to Keller Williams Bluegrass in January 2023.

Hinchman's professional priorities have not wavered throughout the course of her career.

"I've always been about providing the best service to my clients," Hinchman said. "I believe real estate is not simply sales but it is a service profession. We take great pride in the fact that about 98% of our business is repeat and referral. With that being said, you have to provide a top-of-the-line level of service and we have hundreds of five-star reviews to show for it. I feel like what we do is extremely important. We influence some of the biggest financial decisions people make. I take the trust I am given seriously, prioritizing training, ethics and a willingness to do what is right...even at times when it is not necessarily the most profitable."

We educate and meet people where they're at, whether it is their 10th property or they're a first-time home buyer. We give them information to make informed decisions. It's critical for us to understand their goals and educate them through the process."

And, to Hinchman, one of the most rewarding parts of her profession is developing those relationships over time.

“It’s definitely about the ongoing relationships,” Hinchman said. “We grow WITH people. We’re there through so many life changes with them as we support and help them. We love to have events every year where we have a chance to reconnect and see people face to face. It’s great to see families grow alongside us.”

Part of that growth has happened within Hinchman’s team – a team that she credits with her longevity in the business and ability to provide such a strong level of service to each customer.

“My team, Tyler Smith and Amanda Garland, are an integral part of my

success,” Hinchman said. “We couldn’t give this level of service as individuals but, as a team, it’s always a ‘yes’ for our people. It helps the quality of service for our clients and quality of life for each of us. The team dynamic is hugely beneficial for our buyers and sellers. As a broker, I like to be a resource and help other agents. I have a heart for teaching, helping and training. It’s why I’ve been able to run a team for as many years as I have.”

This dynamic also allows Hinchman, a single mother of two children – 5-year-old Liam Atlas and 3-year-old Lachlan Arlo – to focus on what matters most.

“Now my life is all about motherhood and real estate,” Hinchman says happily. “I used to travel, backpack throughout the world and go on trips for weeks, but spending quality time with the kids is the season I am in right now. Even on the hard days, it’s easy to remember why I chose this. And one day, they will go with me!”

Hinchman has had a few passion projects related to real estate in her short-term rentals – the Bluegrass Belle in Lexington and Cumberland Belle Lakehouse at Lake Cumberland. Those, along with long-term rentals, support her plan to build generational wealth and a legacy for her sons.



“
We grow WITH people.
We’re there through so many life changes with them as we support and help them.
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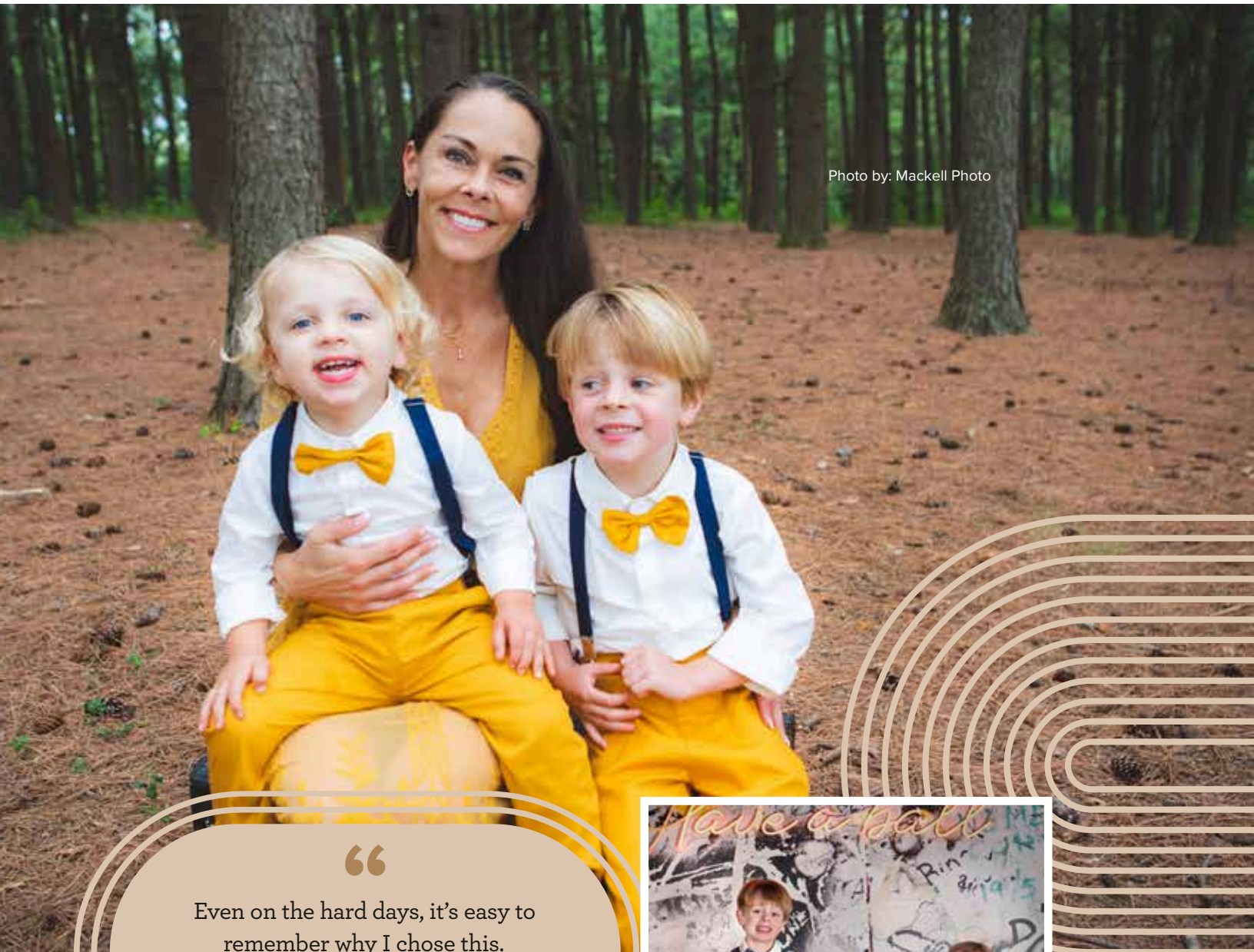


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“
Even on the hard days, it’s easy to remember why I chose this.
And one day, they will go with me!
”

So, now looking back, what would Hinchman like to tell her self of 15 years ago? The one jumping into a new world of real estate?

“There’s no substitute for hard work,” Hinchman said. “We always want the easy answer and golden piece of advice but it comes down to relationships. People know if you care. You have to be authentic and honest with people – that includes the hard conversations and not always telling people what they want to hear. There’s an agent for every client and a client for every agent.”



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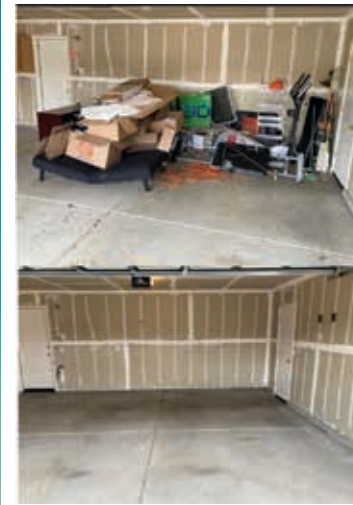


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WOOD JONATHAN

HomeLand Real Estate

Although real estate always has a personal aspect for him, recently, Jonathan Wood discovered how unexpectedly personal it can be. “Repeat business and referrals are a huge part of my success in this business over the years, and I recently closed the 14th deal with a very special family,” he explains, “and while working with them on one deal, I discovered they owned my grandparent’s old house, a house I grew up in. I went to list the home and discovered my grandfather’s original sign that he used at a local shop he ran years ago.” Without hesitation, the clients gave him the sign, a personal memento not only of Jonathan’s childhood, but the personal connection to the clients he has built over the years and their happiness with him.

“The loyalty this family has shown over the years is a true testament of happy clients,” Jonathan attests. “I started working with them back in 2015, first with the parents, then a few years later with the parents and the son, then most recently the parents, son, daughter-in-law, and their new baby.” That level of personal connection is the heart of his career philosophy, and what he strives for in every client and transaction, be it a first-time home or investment property purchase, the sale of a beloved family home laden with memories, or someone trying to down- or upsize. The opportunity to be the one to guide them all through the process is the most fulfilling part of his career, he states, and gladly reveals that many of his clients have become life-long friends. “Building relationships and being part of such a huge milestone in my client’s life: there is just something about helping people with one of their major life decisions that makes this such a rewarding job,” he relates. “It’s a sentimental process that I just enjoy so much.”

For Jonathan, measuring success in real estate is something less quantifiable than metrics of sales volume, transaction counts, or annual income, and more personal. “To me, quality over quantity, reputation, and word of mouth are what define my success,” he says. “If you don’t focus on these things success will only be temporary!” To that end, he always keeps in mind how different each client’s situation can be and strives to use every bit of his knowledge and experience to meet those challenges. “I will never claim to know everything in this business, but the one thing I have learned over the years is that every client’s situation is unique, and the experience and knowledge I have gained over the years are very useful and beneficial to my clients.”

Such a personal focus is, perhaps, not unexpected for Jonathan. Although he always held a passion for real estate, reading industry magazines before he even started his career and taking classes in college that would allow him to pass the real estate exam, he decided to



follow another path initially. “Originally, I planned to go into the Kroger Management Program and do Real Estate later on down the road,” he reveals, but after talking to a local broker and close family friend who pushed him to do it sooner so he could begin building a solid foundation for his career, he took the exam and found a calling he truly loved and was passionate about. “I’m so thankful she pushed me to get it. I worked for her for my first 10 years in real estate.”

▶ agent on fire

Photos By Tonia Witt
Written By Dan Steele

“**Building relationships and being part of such a huge milestone in my client’s life: there is just something about helping people with one of their major life decisions that makes this such a rewarding job. It’s a sentimental process that I just enjoy so much.**”

With such a personal focus as his career philosophy, his decision to move over to his current brokerage comes as no surprise, as it lets him provide real estate services to the community he came from. "Being with both smaller and larger brokerages over the years, I decided it was time to go back to the smalltown LOCAL brokerage while still offering all of today's technology and resources to my clients," he says. With the opportunity to open up his own Mt. Sterling branch office, he knew it was time to make the switch and purchased a historic building in the heart of the beautiful historic downtown. As a reminder of the rich history of his community and his own roots there, his office's closing room and the hallway are centered on Mt. Sterling's history, including another extraordinary find brought to Jonathan through

a real estate transaction. "In a safe in the back room of the building, I found a purchase contract for my building where our office is, from July 22nd, 1961, for the amount of \$17,000, and an original lease agreement from June 26th, 1954; they are both framed and in the closing room." It is there that Jonathan plans to hang his grandfather's sign once it is cleaned up, a symbol of his personal connections.

When he is not working, Jonathan enjoys traveling with family and friends, and spending time with his husband, Greg, a property manager at Waterstone Apartments, and their two daughters, Addison and Kendall. Beginning last fall, he also began filming a video series spotlighting local small businesses as a way of giving back to a community he credits as having supported him over the years.



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