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# KENTUCKY ABSTRACT AND TITLE SERVICES (KATS)



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When it comes to titles, there is no substitute for experience. That's where Kentucky Abstract and Title Services (KATS) shines above their competition. Owner Monika Wiles has worked in the legal/title industry for four decades and has the experience and expertise that real estate professionals desire.

"I just celebrated my 40th anniversary in the title industry," she smiles. February 1984 is when she first started working and she has gained a wealth of knowledge through the years. She is proud to be from the area and through the years has researched many residential and commercial properties from the onset of development.

Closing agent Maggie Clark, a full-time employee at KATS, shares, "Monika knows the history of a lot of the properties in the county. If you bring up an address, she can often tell you the history of the property, sometimes going back many years." This firsthand knowledge is invaluable when it comes to titles and one that makes KATS shine above its competition.

"In this field, it's important to have the experience," comments Monika. "You have to know what to look for, how to recognize a problem, and most importantly, how to solve the problem."

## A RICH HISTORY

"I worked in the legal field for over 30 years," explains Monika. She found that titles suited her the best. "At one of the law firms where I worked for over 20 years, I did title searches, closings, worked on probate and foreclosure actions. I feel like working in those areas of the law helps when you are working on title research," she explains. In comparison to her legal work, real estate was something that Monika liked the most and she decided to specialize in it.

She started KATS 11 years ago at the encouragement of others. "A couple of guys approached me about starting the business, which I did," she explains. Although they had other businesses that they were involved in, Monika made KATS her sole focus. "I kept it going myself," she shares. Now she is proud to be a woman-owned and operated business, making her mark in the industry.

"I like the title field," says Monika. "At my age, I'm too old to do anything else," she laughs. She likes that every day is different.

Maggie also has a rich history in the lending and title industry. She comments, "I moved here in 1989 and I've been in the banking, lending and closing field since 1991." Monika is grateful to work with Maggie, commenting, "Maggie's experience as a loan officer and working in the banking industry before coming to the title industry is of great benefit to us. She has the experience on the loan side to know what customers need to do as well as the rules and regulations." With that knowledge, transactions go smoothly from start to finish. Monika adds "Maggie knows what to look out for. Being able to spot potential problems that can derail a closing process is invaluable."

They also recently switched to a web-based closing program, which simplifies the process. Now they can create documents anywhere and access them with ease. It makes the entire process more efficient and less time-consuming.

“

I have made a lot of good friends over the years with bankers, business developers, and REALTORS®.

*I like that it is a new adventure every day. No day is ever the same.*

”

## EXCELLING IN SERVICE

At KATS, they enjoy preparing Deeds, providing title searches, escrow closings, cash closings, and loan closings of all kinds. They are also proud to be an agent for First American Title Insurance Company to write owners' and loan title insurance policies.



How do they set themselves apart? “Our experience makes a big difference,” points out Monika. “We also try to have a good turnaround time in our work.” Not to mention going out of their way to make it easy for their clients and REALTORS®. Maggie shares, “We deliver documents to them, meet on Saturdays for closings, and do what we have to do to make everyone’s life easier.” They excel in service.

**BUILDING RELATIONSHIPS**  
Over the years, Monika has built solid relationships in the community. She comments, “I have made a lot of good friends over the years with bankers, business developers, and REALTORS®.” Her work fills a need in the community, and she finds her profession rewarding and fulfilling. Maggie also finds purpose in her work, commenting, “I like that it is a new adventure every day. No day is ever the same.”

Monika and Maggie are eager to meet more real estate professionals. Maggie

comments, “We are trying to grow and have more lenders and REALTORS® utilize our services.”

**FOR MORE INFORMATION**  
For all your title service needs, look no further than Kentucky Abstract and Title Services, LLC. With Monika Wiles and Maggie Clark, you can trust that your transactions will be handled with the utmost care and professionalism, exceeding your expectations, one closing at a time.



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# Ideas that Work: 10 Social Marketing Tips

Is social media stealing your sanity? Don't let it! Be genuine, be social, and be ready to WIN!



## ASK THE EXPERT

“What if I don't have time to constantly post to social media?”



**JAMES WEATHERHOLT**  
OWNER/ FOUNDER

**SOCIAL MEDIA IS NOT THE ULTIMATE OR ONLY MARKETING YOUR BUSINESS NEEDS, BUT IT IS IMPORTANT!**

Social media is not “optional” anymore but more an expectation. So, if you are going to have to do it, do it well. The first thing we need to remember is that social media, is above all else, SOCIAL. While it can be an outlet for learning, mostly people are on social to unwind and mindlessly scroll.

Most realtors are great salespeople. We get it, selling is what you do. The problem is that marketing and sales are NOT the same. They go hand in hand but one feeds the other and you must have both! So in this month's “Ask the Expert” we are focusing on the “Do's” and “Don'ts” of marketing your brand vs selling yourself on social media.

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## Don't just focus on your listings, pendings, and SOLDS!

Showing your success builds trust between yourself and your potential clients. But HOW you showcase that success can be either VERY powerful or very off-putting.

- Focus on building your brand loyalty and trust. Your reputation matters and you bring a lot to the table in every transaction. Show that off.
- Share your wisdom with thought leadership articles on LinkedIn.
- Considering writing long form posts on social.
- Put an emphasis on creating and maintaining a review funnel through Google. This will power the engine that is your “marketing machine” and make for GREAT social media posting fodder!

## Find out what works and do more of that on your social channels!

Consider utilizing a free content scheduling service to allow you to pre-create content and have it auto-posted to your platforms.

- Create content that leaves margins. This will allow you crop and create vertical, square or horizontal content from a single piece of media saving you time and effort. (video and photos)

- Use similar yet varied pieces of content on different days for different platforms. Take 1 idea or photo/video and post it in a few different ways tailored to each platform. Simply blanketing every platform with the SAME graphic on Monday will likely not produce the results you want.

## Change your perspective on HOW you showcase your listings.

- Tease your listings with video and link to your listing / website.
- Tag other businesses and friends to grow!
- Use the listing photos one at a time to “drip” campaign to your audience. You never know what someone may fall in love with (hint: it's usually NOT the first front photo of the home!)
- Utilize lesser popular functions of social to capture different audiences. For example: stories, reels and posts. Each of these have different algorithms, pull in different viewers and can be optimized in differently.

Want a FREE Consultation?



▶▶ cover story

# Jennifer & Joseph Sisson

## Excel in Residential Real Estate

Written by Elizabeth McCabe • Photos By Keni Parks



**I**'m never going to push someone into purchasing something," says REALTOR® Jennifer Sisson. "I want them to make the decision that is right for them. I'm here to guide them and give them all the information to make an educated decision."

Her husband Joseph agrees wholeheartedly. "Jennifer and I will forego the thought of getting paid to make sure that our clients are taken care of," he points out. That's why he and Jennifer have so many repeat clients.

Together, this husband-and-wife team make a dynamic duo with Christie's International Real Estate and as part of the Ball Home

*Putting Others First is the Secret to Their Success*

Team. They cater to their clients from start to finish, listening to their needs, and putting them first.

### New York Roots

Prior to merging on the real estate scene, Jennifer and Joseph grew up in upstate New York. Jennifer shares, "I lived in the small town of Greene, NY, which is an hour south of Syracuse. It was Norman Rockwellesque and a great place to grow up." She has fond memories of living in this dairy farming town with the library a half block away and the grocery store less than a mile down the street. Roller skating in the church parking lot, walking to the swimming pool and riding her bike to her friend's house was fun for her.

"Joseph grew up 30 minutes from me," says Jennifer. Joseph grew up more in the city whereas Jennifer was more of a country girl. Despite their proximity, they

wouldn't cross paths until years later when they both worked at Montgomery Wards.

### Career Aspirations

When she was younger, Jennifer built homes out of blocks and furnished them with little plastic furniture. Jennifer says, "I guess the writing was on the wall." Jennifer started her real estate career in property management. She explains, "I worked as an assistant manager and leasing manager for NTS communities. I started in Louisville at the Willows of Plainview and then moved to Lexington's Park Place Apartments." After working in property management for 12

years, she moved on to corporate housing, which provided fully furnished apartments for short term rentals. After doing that for a decade, Jennifer decided to get her real estate license.

"I got my license 13 years ago," she recalls. "I started with Milestone Realty, which became Christie's. I knew I wanted to get into new construction and Ball Homes was where I wanted to be." She is still with the same brokerage today. Jennifer credits her husband for encouraging her to make the leap to traditional real estate. "He encouraged me to get my license, and has been behind me all the way."

As for Joseph, he wanted to play golf professionally. Starting at a young age, his talent was evident. "Golf took me to a lot of different places," he reflects. "It took me to school in Texas and in Florida." He continued to play the game that he loved and he turned Pro in Florida.

*"Jennifer and I will forego the thought of getting paid to make sure that our clients are taken care of."*

"I realized pretty quickly how good the other guys were," he says. "I switched from playing to teaching and being part of the PGA of America. When I was in Florida, I was fortunate enough to meet Mike Thomas, Justin Thomas' Dad." That's when he made the move to Louisville to work at Harmony Landing Country Club under Mike Thomas for two years. He then made the move to Lexington to work at Idle Hour Country Club. A few years later he realized he needed to make a change. "They were downsizing," says Joseph, "and I had enough of golf. It wasn't taking me anywhere. So I decided to make a change."





“My grandfather was part of the Police Auxiliary in New York.” Joseph followed in his footsteps and worked for the Lexington Police Department as a detective for 24 years. “I can’t imagine a better police department in the United States,” says Joseph. “Our police department was top notch.” The training that he received made real estate easier for him, especially being articulate with clients. As Joseph says, “Once you are on the stand for a murder trial for four weeks, talking to clients is not a big deal.”



Twenty-four years in law enforcement went as fast as a “blink of an eye,” according to Joseph. Now he works in real estate. Why did he retire? “Law enforcement is a young man’s game,” he says. “When you hit 49, you don’t realize how old you are.” Recruits are often in their early 20s. Now Joseph is a lot happier. “I see a different person,” says Jennifer. Best of all, real estate isn’t a life-or-death situation. “Once you experience that [the challenges as a detective], this is easy.”

Jennifer and Joseph have been married for 30 years and working together has strengthened their relationship even more. Joseph explains, “She had her career and I had my career for many years. Now we can go home and have the same understanding.” They are a great support for each other, tackling the same challenges and helping each other along the way.

#### Better Together

After retirement from law enforcement, Joseph joined his wife in a career that she loves. “Joe was able to see what I was doing on a day-to-day basis. His transition into real estate was easier than the average person because of that.” After being licensed for just a few months, Joseph joined Jennifer on Ball Homes Team. “Now he is giving me a run for my money,” jokes Jennifer. Together, they eat and breathe new construction.

They go above and beyond for their clients. Jennifer shares, “I found my happiness in real estate and love what I do every day.” Now that their son is grown,

Jennifer and Joseph can wholeheartedly devote themselves to their career.

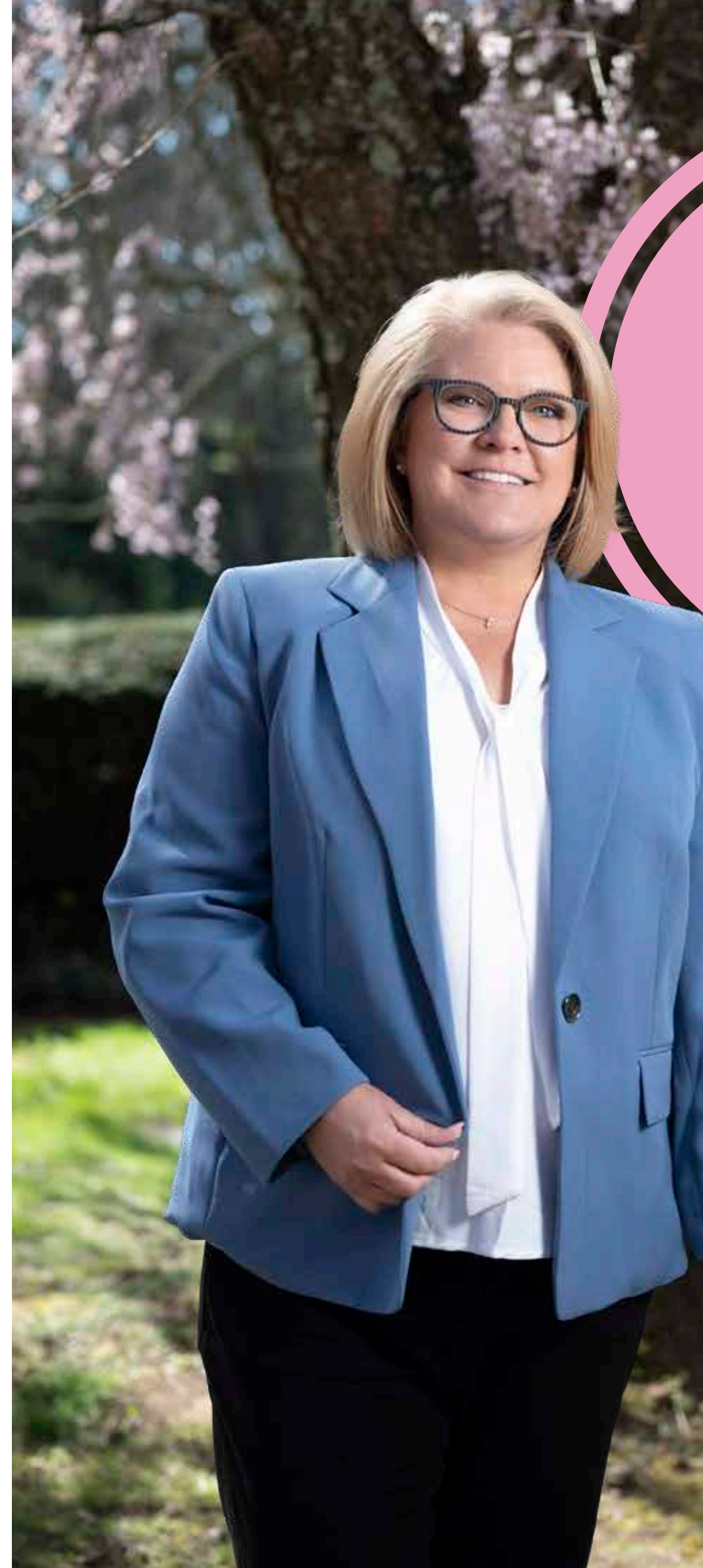
“I started in traditional real estate when our son was 10,” explains Jennifer. With baseball games, scouts and mock trial, it was a juggling act. “Now that he is grown, I’ve got plenty of time to really focus on real estate.” However, at the level of a Top Producer, time is precious. “Your time is not your own,” explains Jennifer.

“At this level, it’s more than Monday – Friday, It’s Monday – Friday AND nights and weekends. But I love every minute of it.”

#### Popular Pastimes

When not working, it’s all about family time for Jennifer and Joseph “We make frequent trips to Louisville to see our son,” says Jennifer. “We also love to travel,” says Joseph. “Hilton Head is our happy place.” says Jennifer. It’s always great to relax and recharge.

Jennifer also likes to give back through the Salvation Army. Each year, she volunteers with the Salvation Army Angel Tree program. “Approximately 5000 under privileged central Kentucky children are registered each year and the Angel Tree provides Christmas for every single one of those children every year,” says Jennifer. She’s been in this role for 12 years now. “Christmas is my holiday; it’s a magical time of year,” she shares. “Every child should get a chance to experience the magic of Christmas, regardless of their circumstances. If I can make that happen and put a smile on a child’s face, it’s all worth it.”



“  
Joe was able to see what I was doing on a day-to-day basis. His transition into real estate was easier than the average person because of that.  
Now he is giving me a run for my money.”

It’s a labor of love. “It’s 40+ hours a week for 6-8 weeks,” she says. “We start collecting toys around Thanksgiving and run through the week of Christmas.” It’s all worth it for the children on Christmas Day.

#### Committed to Clients and Community

Jennifer and Joseph Sisson’s success in residential real estate is not merely measured by their professional achievements but by the genuine care and dedication they demonstrate towards their clients and community. By placing others’ needs above their own and embodying the principles of integrity and service, they have truly distinguished themselves as leaders in their field. The best is yet to be for this happy couple.



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As many within the industry will attest to, a real estate career can take many surprising turns and often agents will discover success where they never expected. While Dylan Coulter might have started his real estate journey intending to focus on his own investments, he now is helping other people enable their American Dream.

“I got into the business wanting to do something with foreclosures and investments,” Dylan explains. “I’ve always been interested in real estate and the home building industry. Family members are and were in adjacent industries, like my grandfather and uncles who were contractors and built houses. When I researched, I found real estate was an avenue where I could get into it in my own way.” Declining to pursue an undergraduate degree after high school, he enrolled in real estate courses instead, and started pursuing his dreams. While he has found the success he had hoped for, first at Keller Williams, and now with Tru Life Real Estate, he has also unexpectedly found enthusiasm for putting clients into homes.

“My passion is helping immigrant communities purchase houses. They’ve come here for a better life and I’m helping them invest in the American Dream.” Most of the immigrants he works with come from the Democratic Republic of the Congo, Rwanda, and other central African countries, and despite having the ability to purchase their own home, were held back by their unfamiliarity of this country’s systems.

“They didn’t know how to reach out to look into doing it, so I would go door-to-door to make the connection with them,” Dylan recalls. “When I would sit down with them, it would turn out that most of them just didn’t know they already had what they needed to buy a home. They would have 700 credit scores and would have down payments that would be more than enough, but they were under the impression that they had to buy it cash!”



# DYLAN COULTER

“**My passion is helping immigrant communities purchase houses.**

They’ve come here for a better life and I’m helping them invest in the American Dream.

”

▶▶ on the rise

Photos By Keni Parks Photography  
Written By Dan Steele



He attests that clients are often frugal to the extreme, frequently living in rental properties that trade off lower rent for a lack of landlord upkeep and send every dollar they can back to family in their home country. As such, every penny counts double when it comes time to help them buy. Advocating for his clients, Dylan works tirelessly to make sure the deals go through and is proud to say that he has negotiated over one million dollars in buyers' closing costs. Having just hired two buyers agents that are fluent in languages many of his clients speak, Dylan hopes to continue expanding upon the successes he has had. "I want to build a more in-depth team that helps the system work better. If someone didn't do it," he stresses, "these people wouldn't get a house."

While the task can be challenging, he credits his creativeness and problem-solving abilities for his success in helping his clients achieve their goals. "I can't tell you how many times I've been able to overcome the challenges by my ability to believe in the transaction and work hard to keep everything alive," he says, adding that every ounce of effort is worth it in the end. "The most fulfilling part is at the closing table, when everything is finished and the hard work is done, when I get to see clients becoming homeowners and just knowing I was part of making that dream happen."

When he is not helping his clients reach the American Dream, Dylan continues working on his own. He states that after his brother graduates from University of Kentucky medical school, Dylan plans on getting back into investments with him.



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# TOAST TO THE TOP 300

In March we gathered to *Toast to the Top 300!* As a celebratory way to kick off the spring season, connect, and welcome this year's 2024 Real Producers class. We hope that you connected with someone new and were able to catch up with current friends.



Thank you to our RP Affiliate Sponsors who made this event possible

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A special thank our Giveaway Sponsors for treating the agents to some great prizes to take home. To wrap up this event we were able to collectively donate \$680 to **The Shepherd's House in Lexington** as a part of our *Mission Admission*. Congratulations to **Emma Iller of The Catalyst Group and Keller Williams Commonwealth** on getting her raffle ticket selected and for the nomination to support such a tremendous cause.

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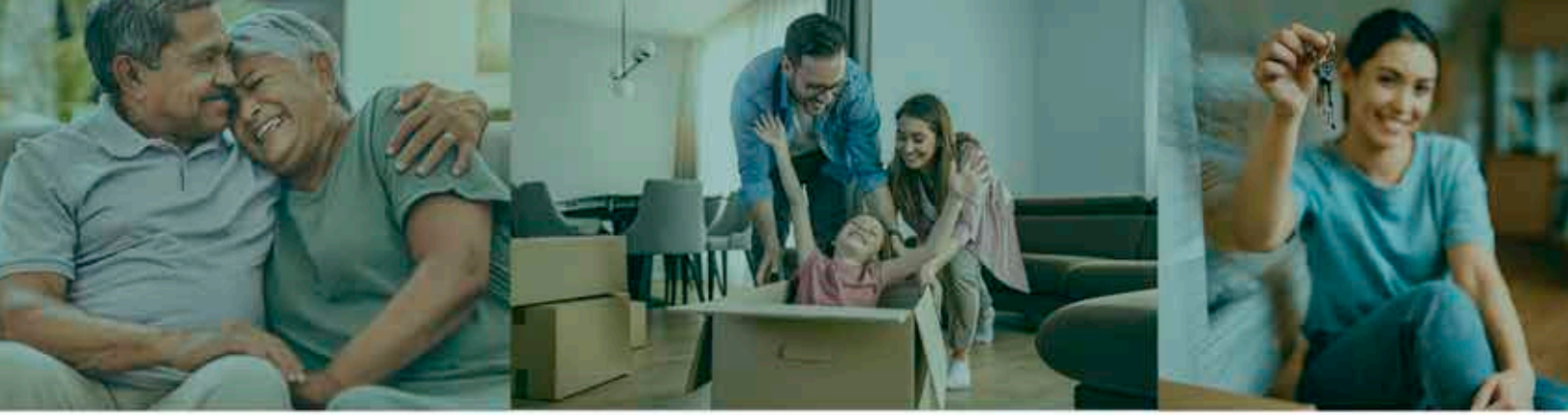
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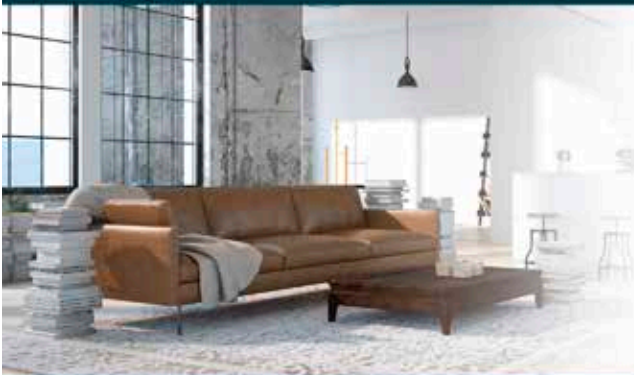
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