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**Seamless Transaction  
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Kristine Cassata  
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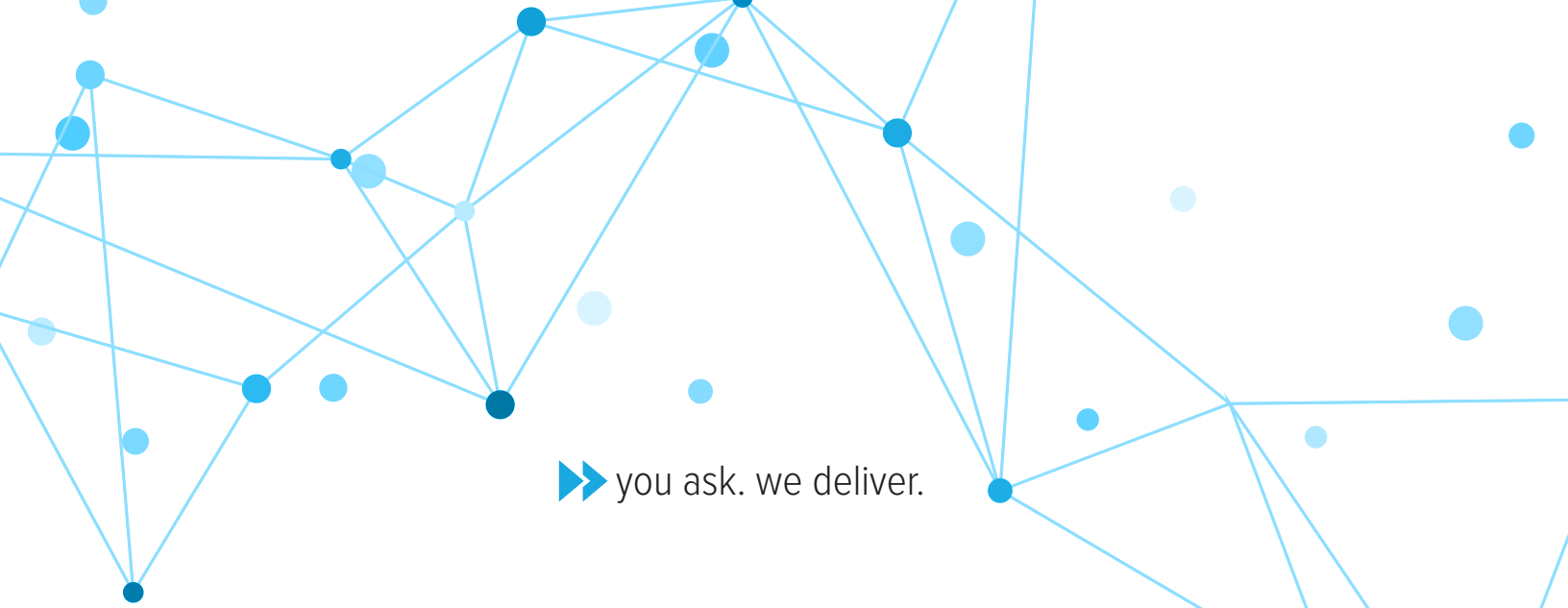
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▶ on the rise

Written By Brett Rybak  
Photos By Keni Parks Photography



For Amy Mills, the journey from childhood in Cambodia to a thriving career and life in central Kentucky has been a long but fruitful one. From coming to the United States at 6 years old knowing very little English, to now being able to find her niche serving the Asian-American community in ways she never thought possible, Mills has enjoyed the ride every step of the way.

# AMY MILLS

Mills now serves as both a Sites and Buildings Specialist for the Kentucky Cabinet for Economic Development and as a licensed REALTOR® in central Kentucky. Both lines of work have proven to be rewarding but she would not be where she is today without several stops along the way.

Coming to the U.S. at such a young age, Mills spent a considerable amount of time getting to know the English language throughout grade school. She graduated from George Rogers Clark High School and eventually went to school at Georgetown College, where she majored in psychology and minored in childhood development, two fields that she admits are a far cry from the career path she has found herself in. After graduation, Mills had the opportunity to work under the public health commissioner before moving into her role at the Kentucky Cabinet for Economic Development.

“I started off as a Compliance Specialist at the Cabinet monitoring grants and tax credits before jumping into real estate around 18 months ago,” Mills said. “I’ve really enjoyed finding a niche in the Asian-American community. Being tri-lingual in Khmer, English and Mandarin, has allowed me to serve a completely underserved community that means a lot to me. The purchase of a home can often result in your largest asset and potentially your largest debt and liability. Helping people in my community through this process, often in a different language and culture, can present its fair share of challenges but is always a rewarding one.”

The other side of her career working in economic development has also provided its own set of challenges.

“Working as a Sites and Building Specialist with global companies who are looking to grow/locate their business in Kentucky is different from my job as a REALTOR®,” Mills said. “Companies have more specific specifications requirements like ensuring the proper infrastructure is in place for new on-site development and growth. Working together to come up with a strategic plan and networking with local economic developers has been a highlight in my career. Companies locating here do a lot of good for Kentucky and our region.”

That’s not the only satisfying aspect of Mills’ career, though.



“Working with clients from the very beginning of their home search, seeing deals develop and placing someone in their dream home to securing their first investment property, that’s fulfilling for me,” Mills said. “Overcoming the challenges and seeing things come to fruition is incredibly rewarding. Being a REALTOR keeps me local, but being with the Cabinet for Economic Development allows me the opportunity to work throughout Kentucky and see real estate from a different perspective, helping businesses relocate and assisting with potential incentives that can be given is awesome.”

However, it’s not all work for Mills, who lives in Frankfort with her husband, Reed, and golden doodle, Louie.

“Reed and I love to travel,” Mills added. “I enjoy trying new foods, being around family and friends, networking and learning from others.”

When asked, “Who is somebody I really look up to and can learn from?” The answer is simple.

For Mills, the people she can often look up to are the people who brought her here, her parents.



“ I’M THANKFUL TO HAVE BEEN GIVEN ALL THESE OPPORTUNITIES AND I DON’T TAKE THEM FOR GRANTED.”

“My family is truly living the American dream,” Mills said. “My parents came here with nothing and have worked hard to run a successful business in Winchester, where they have had to relocate three separate times to a larger space. The struggles and hardships they went through for our family starting off and their unwavering resilience to build a business

of their own have instilled in me a tremendous amount of pride, gratefulness and drive. I’m thankful to have been given all these opportunities and I don’t take them for granted.”

Mills certainly isn’t taking the opportunities for granted. Through both of her positions in her career, she is paying them forward.



# 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.

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# SEAMLESS

## TRANSACTION COORDINATING

*Unlocking Efficiency  
in Real Estate: How  
Seamless Transaction  
Coordinating  
Transforms  
the Industry*



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### Triumph in Real Estate: How Seamless Transaction Coordinating Elevates Success Through Resilience and Expertise

In the intricate world of real estate, where precision and adaptability define success, Seamless Transaction Coordinating emerges as a beacon of excellence. This Louisville-based company, founded by Chelsea Russell, not only manages the complexities of real estate transactions but also exemplifies how the skills honed through personal resilience and the demands of homeschooling can be leveraged to drive unparalleled success.

**About Seamless Transaction Coordinating** Seamless Transaction Coordinating is more than a service provider; it is a partner in success, dedicated to empowering real estate agents to focus on what they do best—serving their clients. Specializing in contract-to-close and listing services, Seamless takes charge of every detail in real estate transactions. From coordinating communications between buyers, sellers, lenders, and title companies to ensuring compliance and scheduling closings, Seamless brings a level of meticulousness that transforms the way realtors work. On the listing side, the company handles everything from appointments and paperwork to MLS listings, allowing agents to operate at their peak efficiency.

Despite its Louisville roots, Seamless Transaction Coordinating operates virtually, extending its bespoke services across nine states. The team, comprising three dedicated remote professionals, embodies the company's commitment to excellence, ensuring every transaction is handled with the utmost care and precision.

### Homeschooling: The Bedrock of Organizational Mastery

The success of Seamless Transaction Coordinating is deeply intertwined with Chelsea Russell's background as a homeschool mom. Homeschooling three children demanded exceptional organizational skills, time management, and the ability to juggle multiple responsibilities—skills

that have seamlessly transferred into the realm of real estate. When Chelsea faced the formidable challenges of poverty and homelessness, it was these skills, honed through years of homeschooling, that enabled her to navigate adversity with grace and determination.

A chance encounter with a realtor, who recognized Chelsea's potential, opened the door to a new career as a transaction coordinator. The meticulous planning required in homeschooling translated effortlessly into managing complex real estate transactions. Chelsea's innate ability to multi-task and her commitment to excellence allowed her to quickly establish a reputation for reliability and precision. Her journey from a homeschooling mom to the founder of a successful business is a powerful example of how the skills cultivated in one arena can fuel success in another.

### Perseverance: The Heart of Seamless Transaction Coordinating

Chelsea's journey is not just one of skill but of perseverance. Overcoming the trials of financial hardship and homelessness, Chelsea envisioned a future

where she could help realtors reclaim their time and provide flexible work opportunities for others, particularly mothers. This vision became the foundation of Seamless Transaction Coordinating, which quickly grew, doubling in size during its first year. Chelsea's commitment to empowering others led to the addition of Megan, a single mother of three, to the team. Megan's contributions have been instrumental in the company's success. The company's growth continued as Chelsea's husband, Corey, joined full-time, bringing his own strengths to the business after a job loss.

### A Distinctive Approach Rooted in Empathy and Precision

What truly sets Seamless Transaction Coordinating apart is its unique blend of empathy and precision. Chelsea understands that realtors, like homeschool moms, juggle multiple roles—counselor, negotiator, coordinator, and more. This deep understanding enables Seamless to connect with clients on a personal



level, offering customized support that meets their specific needs. With over 1,000 closed deals, Seamless is not just a well-oiled machine but a trusted partner that brings both a personal touch and professional expertise to every transaction.

This empathetic approach is mirrored in how the company interacts with clients. Just as Chelsea tailored her homeschooling methods to suit each child's learning style, Seamless tailors its services to match the unique needs of each realtor. This personalized attention ensures that realtors can focus on their strengths, confident that every administrative detail is handled with the utmost care.

**Positioned for the Future**  
As the real estate industry continues to evolve, Seamless Transaction Coordinating is at the forefront of this transformation. The rising costs of in-house administrative roles and the demand for continuous training are prompting more real estate professionals to explore outsourcing. Seamless offers a sophisticated and cost-effective alternative, providing expert transaction coordinators who are compensated based on performance, ensuring high-quality service without the overhead of traditional staffing.

**A Life of Balance and Fulfillment**  
Outside of their professional pursuits, Chelsea and Corey

lead a life of balance and fulfillment on their small homestead. Here, they grow their own food and enjoy the simple pleasures of family life. Weekends are filled with soccer games, home-cooked meals, and creative projects around their home. Their deep involvement in their church community and love for the outdoors further enrich their lives, providing a well-rounded foundation that fuels their professional success.

**An Invitation to Elevate Your Business**  
For top-producing realtors looking to enhance their efficiency and streamline their operations, Seamless Transaction Coordinating offers more than just

administrative support—it offers a partnership that elevates your business. By entrusting their transactions to Seamless, real estate professionals can focus on delivering exceptional service to their clients, knowing that every detail is meticulously managed.

Seamless Transaction Coordinating stands as a testament to resilience, expertise, and the power of a well-honed skill set. Join them in transforming the real estate experience, one transaction at a time.

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▶▶ cover rewind, from october 2023

# Shevawn Akers



### Making Her Mark

The idea of switching gears and going into real estate was actually the suggestion of Shevawn's soon-to-be mother-in-law, Myrna Downing, who has been a REALTOR® in Lexington for more than 30 years. Myrna saw Shevawn's potential with her outgoing personality, her education, and experience.

Shevawn became a REALTOR® in January 2015. She is so grateful for this career and how it has changed her life and her family's future. "If I knew how my life would be transformed, I would have left social work a long time ago!"

### Helping Families Build Wealth

Shevawn loves helping families build wealth through real estate. She shares, "I have personally experienced the difference real estate investing can make for your family and I want to share that with others."

This Top Producer took her own advice to heart. When Shevawn first found success in real estate, she didn't spend her earnings lavishly. Instead, she purchased investment properties. In the process, she was able to help clients in dire situations. As Shevawn says, "Foreclosure is not the answer." Saving people from foreclosure, as Shevawn has done for others, is priceless. Currently, she owns several long-term and several short-term rentals.

### A Legacy of Resilience

Shevawn's story is one of resilience, empowerment, and the pursuit of dreams. From a carefree country childhood to facing life's challenges head-on, she has emerged as a beacon of strength, courage and determination. She serves as an inspiration to all who dare to defy expectations and embrace their true potential.

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# Kristine Cassata & Mary Ann Morris

▶▶ real producer

Written by Elizabeth McCabe  
Photos By Renee Hensley Photography

## The Power of Partnership: Bluegrass Properties Group and Indigo & Co Realty

Real estate is a challenging profession. With fluctuating market conditions, low inventory, and the new NAR agreement, it's not a career for the faint of heart. Why go the road alone? Partnering together is innovative and is revolutionizing the real estate industry.

Enter Kristine Cassata and Mary Ann Morris, who built a successful collaboration, leading their respective brokerages, Indigo & Co Realty and Bluegrass Properties Group, with a blend of complementary strengths and a commitment to excellence.

### Meet Kristine Cassata & Mary Ann Morris

Kristine Cassata, originally from Rochester, New York, moved to Georgetown in 2006. With a degree in business administration and a concentration in marketing, Kristine's journey to real estate began after various roles, including outside sales and being a substitute teacher for seven years while her children were young. "That experience connected me to a brand-new community I wouldn't have known otherwise," she reflects. It was the suggestion of an

elderly couple that led her to finally pursue a career in real estate. "You know what you need to do—be a REALTOR®," they said. Taking their advice to heart, Kristine obtained her real estate license in 2014 and began her career with Keller Williams, where she quickly became a top-producing agent.

Mary Ann Morris, a West Tennessee native, began her career in 2005 after gaining experience in various corporate sales roles. She earned her broker's license in 2019 and found a passion for training and developing other agents. "I enjoy problem-solving, it's easier to solve other people's problems than my own," Mary Ann says with a laugh. Her expertise and leadership eventually led her to become the principal broker of a major real estate firm, where she successfully managed over 200 agents.

### The Birth of a Partnership

Kristine and Mary Ann first crossed paths at their previous brokerage in 2015. By 2020, both were ready for a change. "We were both ready to do something different," says Mary Ann. "I had stepped away from the principal broker role and was searching for another brokerage to align with. We started to explore what a potential partnership between us might look like." This mutual desire for something new inspired them to launch their own brokerages with Mary Ann operating as the Principal Broker for both companies. Kristine established Indigo & Co Realty in Georgetown, where she serves as the sole owner, while Mary Ann opened Bluegrass Properties Group, which has since grown to 30 agents.



# “THERE’S NO SLOWING DOWN.”

WE’RE CONSTANTLY LEARNING BECAUSE THINGS ARE CONSTANTLY CHANGING.



“Our strengths are different, and that is what makes us a good team,” Kristine explains. “Mary Ann focuses on agent development, while I have a passion for growing the business and working directly with buyers and sellers. It’s a great balance.”

#### United in Excellence

The partnership between Kristine and Mary Ann is unique, with both leading separate but connected brokerages. “We have the same mindset, philosophy, and goals,” Kristine notes. “It’s easy for us to collaborate on different aspects of the business because our personalities complement each other.”

Focusing on a boutique-style approach, both women prioritize providing top-notch service to their agents and clients. “There are so many different ways to work in this business, but our partnership has brought a lot of talent to us,” Kristine says. “Iron sharpens iron—we have achieved that together.”

Mary Ann adds, “This partnership has stretched me in ways I never imagined, particularly in regard to education and staying ahead of market trends. It’s all about making sure our agents are successful in their careers.”

#### When Not Working

Outside of work, Kristine and Mary Ann are more than just business partners—they are



close friends who enjoy traveling, indulging in fine dining, and sharing life’s moments. “Real estate can be all-consuming, so it’s important to have fun together,” Mary Ann says. “Kristine is an excellent cook, and we both love to explore new places with our families.”

Kristine’s love for cooking is rooted in her Italian heritage. “I love to cook, especially for my family,” she says. “Aside from working and entertaining, I love to travel.” Kristine is married to David, and she has three grown children: Allie (and son-in-law Scott), Jordan, who works in the mortgage business, and Carter, who is starting his master’s program at the University of Tampa.

Mary Ann’s husband, Mike, and their daughter, Kendal, along with her husband Chris, round out her family. “We couldn’t do this without some level of fun together,” Mary Ann says. “Real estate is not always fun but sharing the journey with someone you respect makes all the difference.”

#### The Future of Real Estate

Looking ahead, both Kristine and Mary Ann see a bright future for their business relationship. “There’s no slowing down,” Mary Ann says confidently. “We’re constantly learning because things are constantly changing.”

Kristine echoes this sentiment, emphasizing the importance of client-focused service. “We’ve developed trust with our clients by educating them throughout the process—from the moment they consider buying or selling until the keys are exchanged. Those relationships make us successful, whether at Bluegrass or Indigo.”

What’s next for these two successful real estate professionals? “I see our future business relationship going on forever,” Mary Ann candidly comments. Kristine adds, “A lot of people do real estate through their golden years. I don’t want to stop. I can’t imagine doing real estate without Mary Ann.”

In a world where partnerships can be challenging, Kristine Cassata and Mary Ann Morris have found the secret to success: trust, respect, and a shared commitment to excellence. Their story showcases the power of collaboration in real estate and beyond.



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