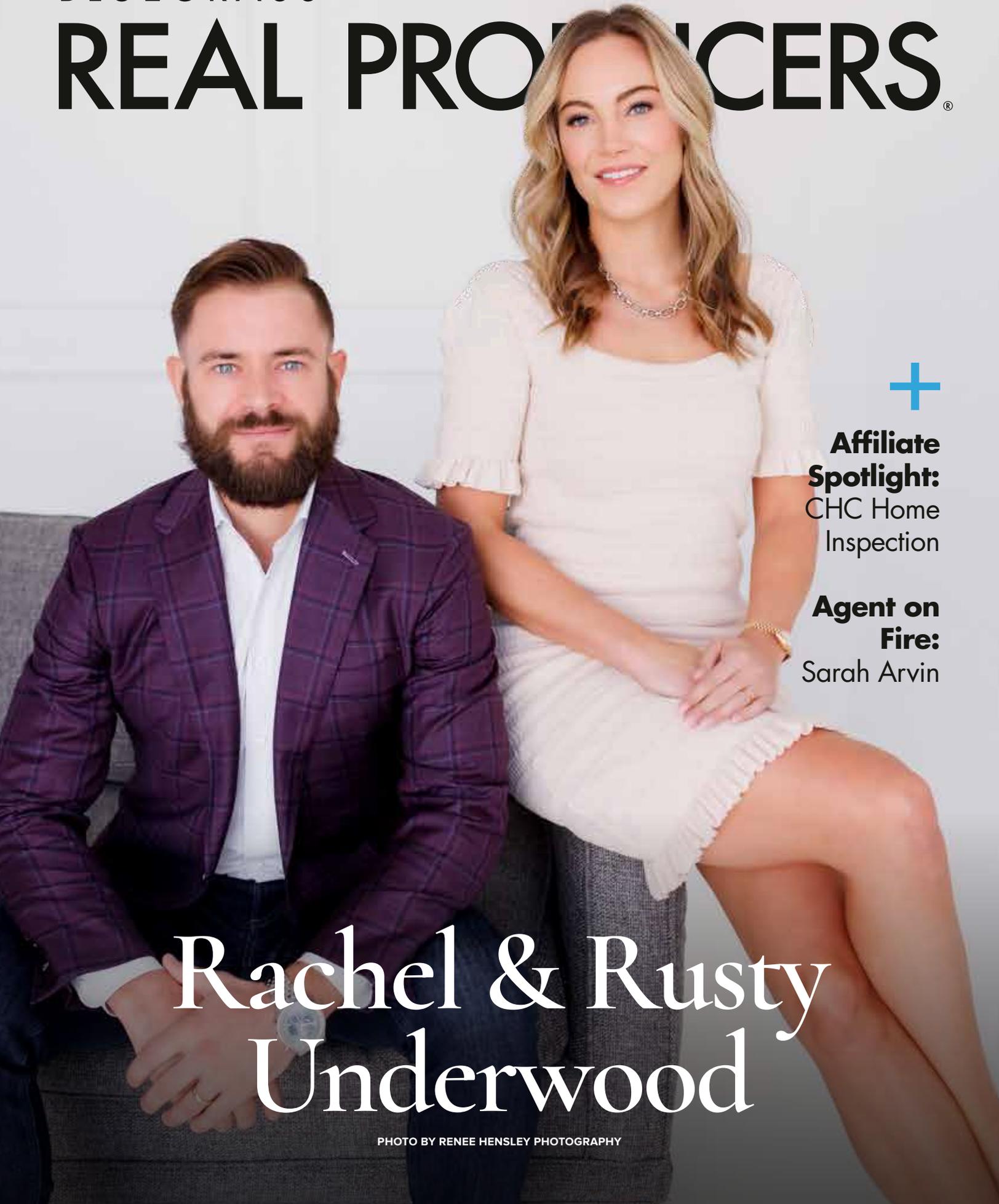


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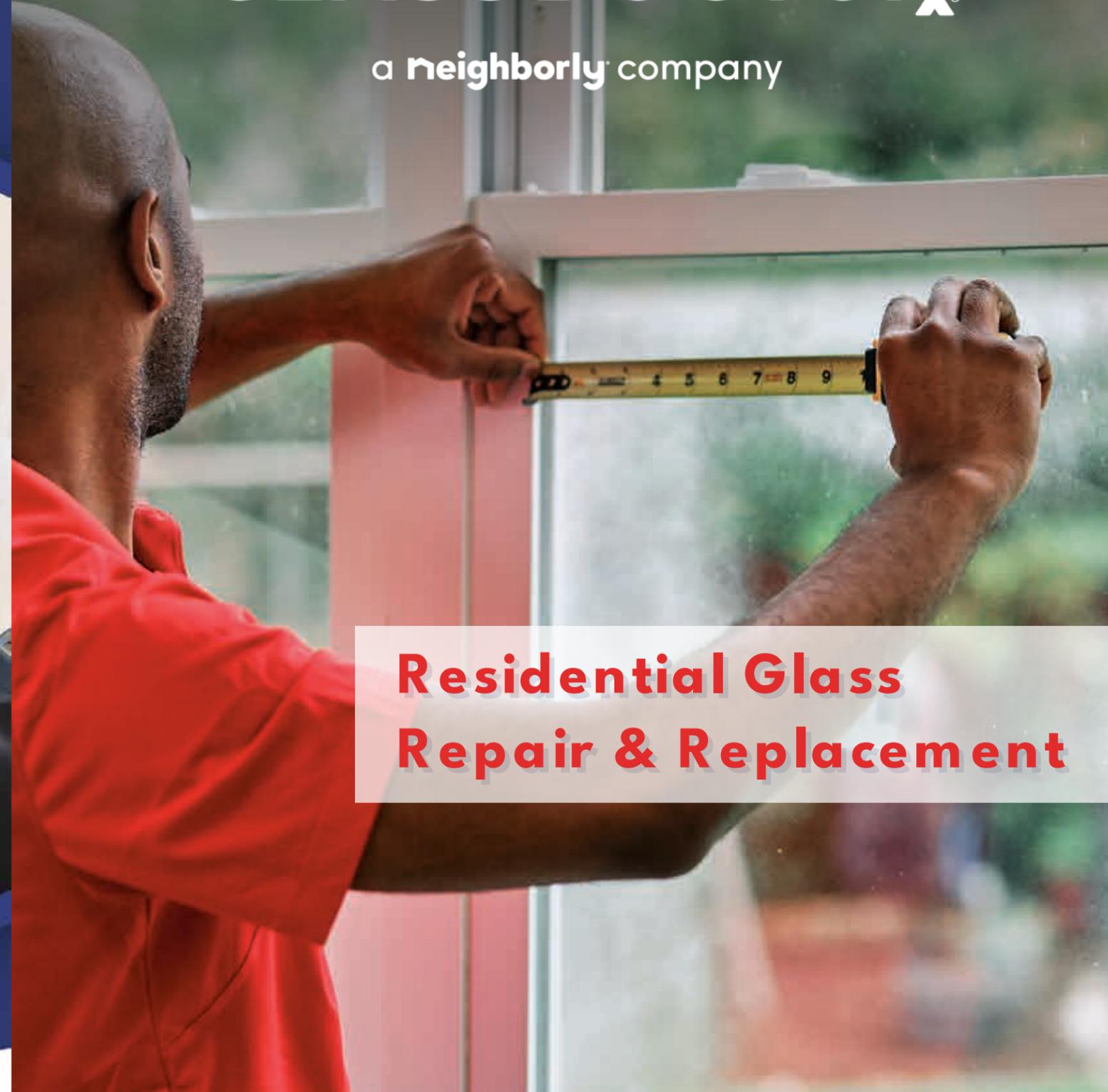
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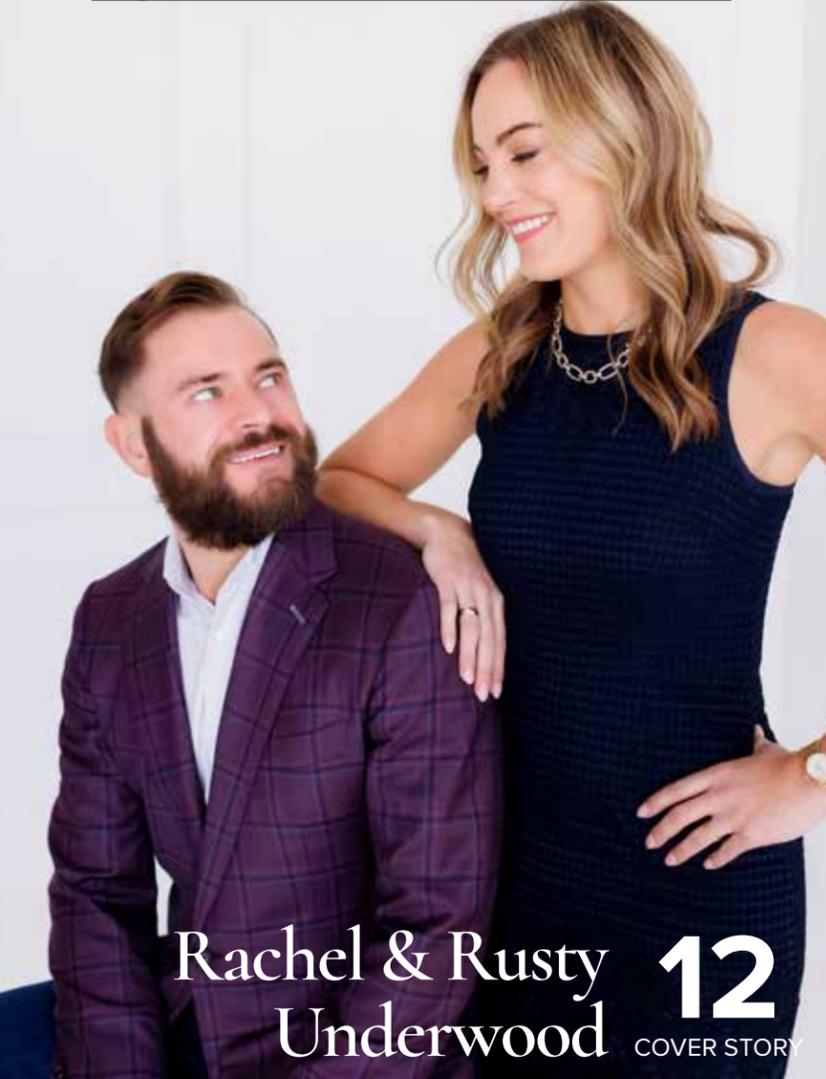
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Rachel & Rusty Underwood **12** COVER STORY



Sarah Arvin



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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.

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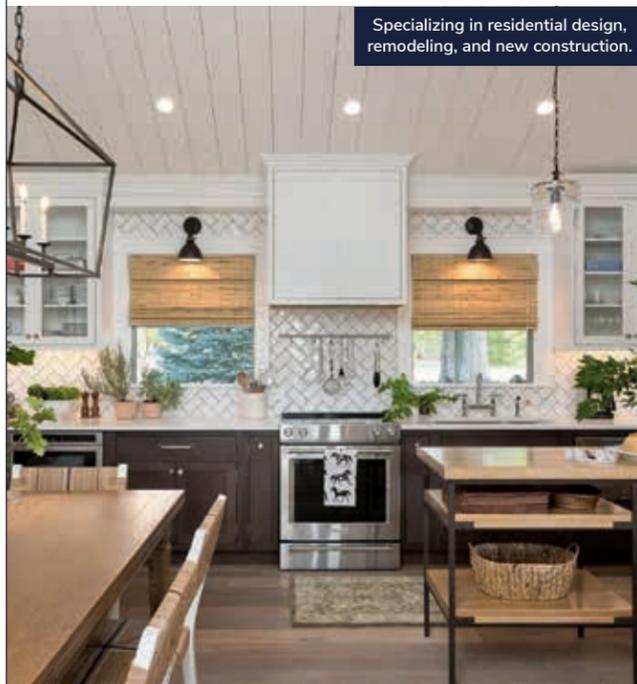


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BEFORE AFTER

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meet
rusty &
rachel
UNDERWOOD

A Dynamic Duo Serving the Local Real Estate Market

PHOTOS BY RENEE HENSLEY PHOTOGRAPHY
WRITTEN BY ELIZABETH MCCABE



DRIVEN. COMMITTED. PASSIONATE. Rusty and Rachel Underwood are a husband-and-wife team making a lasting impact on Kentucky's real estate market. With a combined 17 years of experience, they've built a thriving business centered on service, relationships and a shared vision for growth.

Meet Rusty Underwood

"Courage is grace under pressure." – Ernest Hemingway
Rusty Underwood, owner and CEO of Christie's International Real Estate Bluegrass, brings a deep-rooted understanding of real estate, shaped by his early years in construction.

"I grew up in construction. My Dad was a builder and my Mom's Dad was a builder in Central Kentucky," says Rusty. This foundation gave him invaluable insight into the industry and a passion for real estate, one that only deepened when mentor, Richard Flora, encouraged him to pursue a real estate license.

"I fell in love with real estate," Rusty shares, reflecting on how his relationships with clients inspired him to fully immerse himself in the industry. "The lifelong relationships I've built with clients kept me energized as I grew my business."



Meet Rachel Underwood

“My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor, and some style.” – Maya Angelou

Rachel Underwood offers a unique perspective to their business. Originally from the Detroit area, she moved to Kentucky in 2008 and attended the University of Kentucky. After graduating, she built a successful career at Tempur Sealy, where she honed her expertise in human resources and employee engagement.

“It was always a goal of ours to work together and eventually own our own brokerage,” she shares. Four years ago, Rachel made the leap into real estate, and two years ago, they turned that vision into reality by launching Christie’s International Real Estate Bluegrass.

For Rachel, relationships are the heart of their business. “Helping others and playing a key role in their financial success is what motivates me every day,” she says.

Leading Through Service

Their impact extends beyond their business. Both Rusty and Rachel aim to serve the industry in ways that ultimately improve their local community and elevate the industry.

Rusty has received multiple accolades, including being named REALTOR® of the Year (2023) and recognized in the National Association of Realtors’ Class of 30 Under 30 (2016). He has served as the President of Bluegrass REALTORS® (2022) and is currently the President for Imagine MLS.

“I’ve been fortunate to get involved with the association and the MLS,” Rusty shares. Being able to contribute to the decision-making process for the industry has fueled my passion to help advance real estate for agents and clients alike.”

Rachel is engaged as well, serving as Vice Chair of the REALTOR® Community Housing Foundation and serving on

multiple Bluegrass Realtors committees. She is also involved with The Hearing and Speech Center as a Board Member and Strategic Plan Chair.

Their dedication to servitude extends to the agents they support. “We are very excited to share in the success of our agents,” says Rusty. “It’s incredibly rewarding to work with them to achieve new heights in their careers.”

Two-Year Anniversary

As they celebrate their two-year anniversary of opening Christie’s International Real Estate Bluegrass, Rusty and Rachel reflect on the journey. “Working together has been one of the most rewarding experiences,” Rusty shares. “It’s not just about the business; it’s about building something meaningful and lasting, together.” With their partners

Lisa and Mike Ball, dedicated staff, and 60+ agents, they’ve built a thriving, collaborative environment where excellence is the standard.

For those looking to make their mark in real estate, the Underwoods emphasize the importance of relationships. “The REALTOR® community is unique in how we collaborate and support each other,” Rusty advises. “This camaraderie enhances the experience for everyone involved and translates into exceptional service for our clients.”

For Rachel, aligning with a brand that resonates with clients, paired with a brokerage that provides the tools and guidance to deliver exceptional service, creates an undeniable advantage. “The iconic Christie’s brand, for example, has exceeded all our expectations and is something our agents take great pride in.”

Beyond Real Estate

Outside of work, the Underwoods enjoy spending time with their German Shepherd, Chase, and exploring new restaurants. Rusty is dedicated to endurance training and distance running, while Rachel enjoys horseback riding.

Community Leaders

Rusty and Rachel Underwood do more than sell real estate; they are dedicated to uplifting their community, supporting their agents, and shaping the future of the industry. Through strong relationships, a commitment to service, and a passion for real estate, they continue to set a new standard in Kentucky’s real estate market.

“Working together has been one of the most rewarding experiences. It’s not just about the business; it’s about building something meaningful and lasting, together.”





CHC Home Inspection

Redefining the Standard in Home Inspection Services

Elevating the Industry, One Inspection at a Time!

PHOTOS BY JARON JOHNS • BY ELIZABETH MCCABE

“We are striving to provide the best customer service we possibly can,” says Clay Hoskins, owner of CHC Home Inspection. Exceptional customer service is the cornerstone of his thriving company. But CHC Home Inspection is far more than just another home inspection company—it is a trailblazer, setting a new industry standard by integrating cutting-edge service, expert knowledge, and an unwavering commitment to excellence.

Making An Impact

As a former general contractor specializing in residential and commercial construction, Clay had long envisioned owning a building company. However, the 2009 mortgage crisis brought his construction business to a halt, leading him to explore new opportunities. A brief stint in a family wood-shaving business reinforced his desire to return to the building industry—but this time, he aimed to revolutionize it.

Before reigniting his building company, Clay pursued his home inspection license and real estate license, initially planning to balance both industries. He soon had a change in heart. “Before I started my building company, I started doing home inspections. I loved doing home inspections for people. It was the most rewarding thing I had done in my professional career,” Clay shares. Fully dedicating himself to the home inspection business, he transformed CHC Home Inspection into a powerhouse of service, expertise, and innovation.



More Than Just Inspections—A Full-Service Resource

As CHC Home Inspection grew, so did its range of services. No longer just a standard home inspection provider, the company evolved into a comprehensive resource for homebuyers, sellers, and real estate professionals.

“We’re not just in the home inspection business—we’re in the business of serving people,” Clay explains. “At this point, we’re more accurately described as a customer service company that happens to perform home inspections.”



“WE ARE STRIVING TO PROVIDE THE BEST CUSTOMER SERVICE WE POSSIBLY CAN.”

CHC Home Inspection provides an extensive suite of services, including radon testing, termite inspections, mold assessments, septic and sewer inspections, pool and spa evaluations, chimney inspections, and manufactured home foundation certificates. One of its most invaluable additions to real estate professionals and buyers/sellers alike has been cost estimates for necessary repairs, offering buyers a strategic advantage when negotiating and/or budgeting for home improvements.

Recognizing the need for even greater industry support, CHC Home Inspection launched a separate business, Clear 2 Close Contracting. This venture assists listing agents in preparing homes for sale and making necessary repairs during contract negotiations. “About 90 to 95 percent of our home inspection business comes from the buyer’s side,” Clay notes. “With Clear 2 Close Contracting, we can also support sellers and listing agents in a way that truly moves transactions forward.” Clear 2 Close currently performs contract repairs, new home and addition/renovations and has added radon mitigation / septic installation for 2025.



The Power of an Elite Team

A major factor in CHC Home Inspection's industry dominance is its people. Business Manager, Anna Caskey, emphasizes that the company's character and culture set it apart. "We have an elite team—highly skilled, service-driven professionals who take pride in what they do," she says. "Clay is incredibly family-focused and ensures everyone maintains a healthy work-life balance. That's why we continue to attract the best talent."

Clay is highly selective in hiring, prioritizing individuals with strong character, communication skills, problem-solving abilities, and professionalism. "You can train anyone on the technical aspects of a home inspection, but you can't train someone to be personable and effectively communicate. People either have that skill or they don't," he states.

This commitment to top-tier personnel has fueled significant expansion. Just a year and a half ago, CHC Home Inspection had only six employees. Today, the team has grown to 13 on the home inspection side and another 13 within Clear 2 Close Contracting. With an impressive 33% growth in 2024, the company is redefining industry expectations.

"Our team is just exceptional," points out Clay. "I can't say enough great things about them."

A Future Defined by Leadership and Balance

Looking ahead, CHC Home Inspection envisions further expansion, including launching a consulting company to

serve as a third-party resource for real estate agents, property owners, buyers, and sellers. However, Clay remains steadfast in his commitment to maintaining a strong work-life balance—for himself and his team.

"I'm very family-oriented," Clay reflects. "When I ran my construction company years ago, I let my work ethic consume me, and I didn't prioritize my personal life. As my children grew older, my wife reminded me to make time for family. Now, as our inspection company continues to grow, I want to ensure that our team isn't overworked and that they have time for their families as well."

CHC Home Inspection isn't just a business—it's a movement. From providing top-tier customer service to fostering a work culture that values people above all else, Clay and his team continue to push boundaries and set new benchmarks in the home inspection industry. And with five-star reviews rolling in, one thing is certain: CHC Home Inspection isn't just exceeding expectations—it's redefining them.

CONTACT US!

For more information about CHC Home Inspection and how they can assist with your real estate needs, visit CHC Home Inspection's website or call 859-388-0530.

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Sarah Arvin

BY BRETT RYBAK
PHOTOS BY RENEE HENSLEY PHOTOGRAPHY

For Sarah Arvin, family and giving back aren't just values, they are the foundation of everything she does. Her path wasn't a straight one, but every turn, every challenge and every opportunity helped shape the mother, wife and REALTOR® she is today.



Before stepping into real estate, Sarah built a life centered around her family. She spent years working at a Chicagoland-based potato chip company, but with children and travel to work from Indiana, she found herself struggling with the daily juggle of daycare drop-offs and corporate demands. It was then that she made a life-changing decision.

"I thought I wanted to be a stay-at-home mom," Arvin recalls with a laugh. "That lasted all of 32 seconds. I have to help others. I need to."

Instead of returning to the corporate world, Sarah started a business that allowed her to be home for her family. But as her kids grew, so did her desire to take on something new, something that still allowed her to care for people in a meaningful way.

That's when real estate found her, something her husband actually always told her she would be good at. She never thought so because she wasn't a "sales" person.

Arvin started her real estate journey in Indiana in 2016, quickly making a name for herself as a dedicated, hands-on agent. She wasn't just selling houses. She definitely wasn't being a salesperson. She was helping families find their place in the world. But when three of her four children chose to attend the University of Kentucky, and her husband, Joe, longed to return to his Bluegrass roots, the family made the move to central Kentucky.

"I had built a strong business in Indiana, and I wanted the same here," Arvin said. "I didn't want to just be another name on a roster. I wanted to work somewhere that valued personal connection, where I could truly guide and serve people. That's why I chose The Agency. From the moment I walked in, I knew I had found my place."

The move wasn't just about her career. It was about making sure her husband, Joe, felt at home again, too. A charismatic chef with a larger-than-



life presence, Joe had built a career in the corporate culinary world and even made appearances on Big Brother, Cutthroat Kitchen and The Taste with Anthony Bourdain. But after moving back, Sarah saw that he needed a way to reconnect with the community he loved.

"Joe is my hero, our family's hero, every single day," Arvin said. "He's the one who walks into a room and makes people feel like they belong. So I called

all the TV stations and told them they were missing out on him."

It wasn't long before Joe was back on the air, appearing on FOX 56 Sunday mornings. But in true Arvin fashion, he didn't just use the platform for himself. He used it to give back.

"Giving back is non-negotiable for us," Arvin said. "Joe used his connections to help raise money and awareness

for those in need. He helped get new refrigerators for IGA in his hometown of Wilmore, and when eastern Kentucky was devastated by catastrophic flooding, he was there handing out thousands of burritos cooked in our own home with a quickly tossed together crew of volunteers - to people who had lost everything.”

That spirit of generosity is woven into everything Arvin does. She organizes an annual community blood drive at her office, and through Homes for Heroes, she donates a portion of her commission to help cover closing costs for military members, teachers, firefighters, police officers and healthcare professionals. But perhaps her proudest achievement is seeing that same heart for service reflected in her children.

“My kids are my world,” Arvin said. “And now, each of them is out there taking care of others in their own way.”

Her oldest, Alexxa, is a newly-married cosmetologist and soon-to-be mom, ready to start a family of her own. Levi, her son, is a natural entrepreneur, thriving in sales with Verizon. Then there are the twins—Morgan, who

works as a nurse tech at UK Children’s Hospital and has a special love for both young kids and the elderly, and Meghan, her fearless firecracker, who is preparing to graduate with a degree in elementary education and a minor in anthropology.

For Sarah, real estate isn’t just about houses. It’s about people. It’s about making sure families feel safe, supported, and empowered in their decisions.

“It’s all about doing what’s right,” she explains. “If I wouldn’t let my own family do it, I won’t let my clients do it. Who you hire matters. Who you surround yourself with matters. I’m not here for a quick sale—I want my clients to become part of my family. Whether it’s real estate or anything else, I want them to know they can call me anytime. Because at the end of the day, I’m here to help. I want to take care of others at my core. It’s what matters.”

“
It’s all about doing what’s right.
If I wouldn’t let my own family do it, I won’t let my clients do it.”



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Carlos Elliott

Carlos Elliott of Tru Life Real Estate grew up in Chicago, shaped by humble beginnings and the sacrifices of his hardworking single mother. Encouraged to pursue education, he attended Bluegrass Community and Technical College and dreamed of becoming a police officer. He worked as a corrections officer for three years before transitioning into industrial jobs, eventually excelling as a distribution manager for 15 years. At 21, he purchased his first home, sparking his interest in real estate.

In 2018, a retired REALTOR® encouraged him to consider real estate as a career. Carlos earned his license in 2019 while working full-time. By 2021, he took a leap of faith, leaving his secure job to pursue real estate full-time. Though he faced



challenges after exhausting his initial network, he adapted by learning new lead-generation strategies, including social media and Google ads.

Carlos has since built a thriving business based on trust and client satisfaction. Outside of work, he cherishes time with his wife Rosa and their three daughters. Together, they have been dedicated to a church bus ministry for 16 years, impacting young lives in Lexington.

A passionate sports fan, Carlos enjoys following Chicago teams and the UK Wildcats. Looking ahead, he aspires to form a real estate team to mentor new agents. With a strong work ethic and a heart for service, Carlos continues to make a lasting impact in real estate and his community.

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