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A man with a beard and short hair, smiling, wearing a blue plaid blazer over a maroon V-neck sweater and a white collared shirt. He is standing in front of a brick building with large windows. His hands are in his pockets.

ON THE RISE:
ALYSSA RYAN

AFFILIATE SPOTLIGHT:
JORDAN HOSKINS
LUMINATE BANK

PHILIP WOOD

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BEFORE AFTER



Bradford QUEEN

A PASSIONATE JOURNEY IN REAL ESTATE

PHOTO BY RENEE HENSLEY PHOTOGRAPHY

For REALTOR® Bradford Queen of Bluegrass Sotheby's International Realty, real estate is more than a career—it's a calling. Growing up in Mt. Sterling, Kentucky, Bradford's love for architecture began early, sketching blueprints and collecting house plan magazines. After earning a journalism degree from the University of Kentucky, he built a successful

career in broadcasting and government communications. But real estate lingered in the back of his mind.

In 2019, Bradford took a leap of faith, leaving a stable salary to pursue his passion. "It was one of the best decisions I ever made," he says. Prepared by years of problem-solving in news and government, Bradford found real estate a natural fit.

Success, for Bradford, isn't just about closing deals—it's about relationships. "I see myself as an advisor, connector, and concierge," he says. His business thrives on referrals, emphasizing guidance over transactions.

Now celebrating five years in real estate, Bradford balances professional goals with fatherhood. Raising his son, Wells, is his ultimate legacy. "He's changed our lives in the best way," Bradford reflects.

Deeply rooted in family values, Bradford credits his work ethic to his parents and grandparents. Supported by his wife, Megan, he also gives back to the community through involvement with local arts organizations.

For Bradford, real estate is a joyful and rewarding journey. "I couldn't be more grateful," he concludes, envisioning many more fulfilling years ahead.

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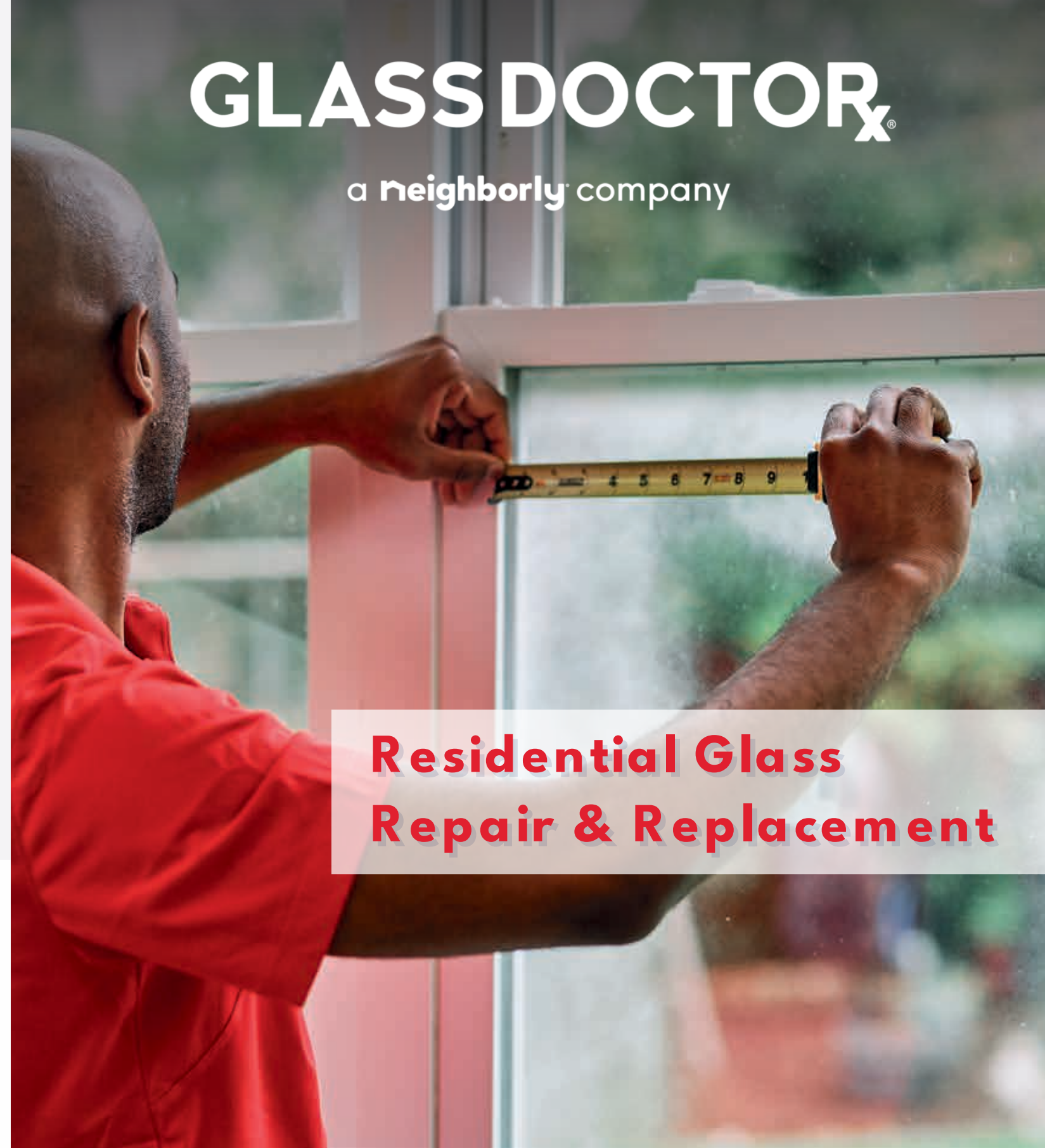
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Jordan HOSKINS

PHOTOS BY RENEE HENSLEY PHOTOGRAPHY · WRITTEN BY BRETT RYBAK

Jordan Hoskins is a dedicated mortgage loan originator at Luminare Home Loans, proudly representing Scott County, Kentucky. Originally born in New York, he was raised in the heart of Kentucky, where he graduated from Scott County High School. With a strong interest in finance, he pursued his education at the University of Kentucky's School of Business and Bluegrass Community and Technical College while gaining valuable experience in the mortgage industry. For this Bluegrass native, helping individuals find their dream home in a state he cherishes is a natural calling.

"The most fulfilling aspect of my job is undoubtedly assisting people in transforming their largest monthly expense into their most significant investment," Hoskins explains. "Kentucky offers incredible opportunities for building equity, and I take great pleasure in showcasing all that our state has to offer."

Growing up in the business, Jordan learned firsthand what is important to realtors during the home buying process, giving him a unique perspective that equips him to guide clients effectively. His journey in the industry began while studying at Kentucky, where he met Darren Bronski, the regional director at Luminare. A chance encounter at his mother's office during a birthday celebration for Kristine Cassata, a central Kentucky REALTOR®, led to an opportunity to explore the loan origination field and ultimately sparked his career in mortgages.

"Shortly after that meeting, we discussed potential opportunities, and I began as an intern while still in school," Hoskins recalls. "I started out as a processor, which allowed me to understand the behind-the-scenes aspects of mortgages and what it takes to get clients to the closing table. After a year in processing, Darren and I reevaluated my role, and I transitioned

into loan origination, where I've been for nearly three years now. The past few years have been quite a whirlwind due to 2020 and the rate boom, but it's been an incredibly rewarding journey."

The challenges of recent years have provided Hoskins with invaluable experience, enabling him to prioritize his clients' needs effectively.

"My top priority is always to get clients to the closing table as smoothly as possible," he states. "It's crucial to inform clients about all the loan options available to them. Many people believe they have limited choices, but





there are numerous loan products tailored to individual needs. Every loan and situation is unique, and it's particularly important for first-time homebuyers to understand their options and the potential impacts."

Jordan is committed to ensuring that clients receive the best possible loan terms, aiming to minimize their cash-to-close and secure the most favorable rates. "I always prioritize my clients' best interests, and putting them first in every decision is immensely rewarding," he emphasizes.

“ My top priority is always to get clients to the closing table as smoothly as possible. It's crucial to inform clients about all the loan options available to them.”

Outside of work, Jordan enjoys spending time with his 8-year-old French bulldog, Bentley, whom he affectionately describes as "stubborn but lovable." An outdoor enthusiast, he enjoys hunting and fishing, but has recently embraced golf.

"My interest in golf began with scrambles, as many of my coworkers are avid players," he shares. "It's a fantastic way to connect outside the office in a relaxed setting, allowing for lifestyle conversations with coworkers and clients. Golf has opened doors for me to build relationships with individuals who share similar career aspirations, and it's always beneficial to get out there."

Whether in the office or on the golf course, Jordan Hoskins is committed to nurturing relationships and gaining invaluable experience to continue helping others find their home in the place he proudly calls his own.

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ON THE RISE:

Alyssa Ryan Found Fulfillment Through Real Estate

WRITTEN BY ELIZABETH MCCABE

PHOTOS BY BRIANNA LORING PHOTOGRAPHY



Life is too short not to find a profession that brings you purpose and joy. Alyssa Ryan, REALTOR® with Marshall Lane Real Estate, knows that firsthand.

“I became a REALTOR® because I was searching for more fulfillment in my career. While I loved working with people, my previous job had too many barriers—jumping through hoops, following someone else’s vision, and lacking the opportunity to make an impact using my own ideas. I realized I would always be working to bring someone else’s goals to life instead of my own.”

Three years ago, Alyssa made the leap from working in HR management to real estate. She admits, “I didn’t fully grasp just how rewarding it would be.” She smiles, “It’s been more freeing and fulfilling than I ever imagined. I genuinely love the work I do now.”

Kentucky Proud

Although Alyssa considers Lexington her hometown, she moved a lot growing up. It shaped her into the woman of strength, courage, and confidence that she is today.

“My family didn’t have much, and as the child of a single mother, life came with its fair share of challenges,” she explains. “Those experiences gave me resilience and a deep understanding of what it’s like to adapt to change—I’ve probably lived in more houses than some people tour before buying one!”

“Despite the frequent moves, my mom made sure I had stability by keeping me in the same high school,” she reflects. Alyssa attended East Jessamine High School in Nicholasville, KY, a place she holds dear to her heart. “It’s especially meaningful to sell homes in Nicholasville now, often helping people I went to school with.”

After high school, Alyssa earned a BBA with a dual major in Business Administration and Biblical Studies from Kentucky Christian University. During college, she started Carole Jean’s Boutique, an online store where she designed and sold custom t-shirts and gifts. “It was surprisingly successful for a side hustle,” Alyssa notes, “but I eventually closed it to focus on my studies.” However, that experience reinforced her dream of owning her own business someday.

Finding Her Calling

After college, Alyssa embarked on a corporate career, first as Human Resources Director and Marketing Manager for an electrical contracting company, where she also helped launch a second business. She later became HR Manager at First Southern Bancorp.

Despite her accomplishments, Alyssa realized corporate life wasn’t her long-term path. “I wanted more freedom and fulfillment,” she says. In real estate, she found both, along with the opportunity to make a meaningful impact.

Since becoming a REALTOR® three years ago, Alyssa has achieved over \$21 million in career volume, with \$8.2 million in 2024 alone.

Faith, Family, Fun and Fulfillment

Alyssa’s life revolves around her faith and family. Married to her husband Patrick for 12 years, the couple has two daughters: Blakely (5) and Caroline (3). Patrick, a police officer for Richmond Police Department, and Alyssa prioritize Sundays for church, family time, and preparation for the week ahead.

Outside of work, Alyssa enjoys reading, exercising, and leading worship at Elevate Christian Church, where she also serves part-time as a Connections Minister. “My faith is central to who I am, and I’m passionate about growing to be more like Jesus,” she says. “I also have the privilege of meeting with people regularly to talk about Jesus and disciple them. Having those meaningful conversations—especially ones that ignite someone’s curiosity about building or deepening a relationship with Him—is something I truly treasure.”

One fun fact about Alyssa is that she once had a viral video of herself during bowling that her husband caught on camera that was hysterical. “It ended up being licensed and picked up by several different shows, including ‘Ridiculousness.’ I’ve yet to see the episode, but I have been paid a few thousand over several years for that video!” she laughs. “It’s always nice to get an unexpected deposit for it!”

Don’t Sweat the Small Stuff

As Alyssa continues to grow her business, she is passionate about helping others and doing what is right. “I’ve





also become increasingly passionate about maintaining balance,” she shares. “I’ve learned not to sweat the small stuff and to prioritize time for my family and for rest. This balance allows me to stay grounded and bring my best self to both my work and personal life.”

She realizes that success takes time. “Be patient and focus on building your career with consistency,” she tells others. “Keep things simple —this industry isn’t complicated when you work hard, treat people well, and deliver excellent results. Most importantly, stay curious. Curiosity fuels growth and creativity, both personally and professionally.”

Pick up a book. Listen to an inspiring audiobook. Take a walk in nature to clear your mind. If you’re too busy to take time off to enjoy the simple things of life, you’re likely overextending yourself. “Over time, that will catch up with you,” cautions Alyssa. “I’ve discovered that I’m happiest and most productive when I allow myself some breathing room. A key sign for me is my level of curiosity—if I’m no longer questioning, exploring, or seeking to improve, it’s a signal that I’m too busy to perform at my best. Embrace curiosity, and make space to nurture it.”

Purpose + Passion

As a follower of Christ, it’s all about living a Christ-centered life. She finds great truth in John Mark Comer’s book, *The Ruthless Elimination of Hurry*. He asks, “Remember: the question we should be constantly asking as followers of Jesus isn’t actually, What would Jesus do? A more helpful question is, What would Jesus do if he were me? If he had my gender, my career, my income, my relationship status? If he was born the same year as me? Lived in the same city as me? What would that look like? To follow Jesus is to ask that question until our last breath.”

As Alyssa continues to rise in the real estate world, she remains grounded in her purpose, her faith, and her desire to make a difference in the lives of others. She’s doing that each and every day in real estate, helping countless clients in the process as she lives with purpose and passion.



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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PHOTOS BY JARON JOHNS · WRITTEN BY BRETT RYBAK



“
Seeing my
parents’ faith in
God through the
years had a huge
impact on who
I am today and
my own personal
relationship
with Christ.”

Born in Kingsport, Tennessee as the youngest of four boys, there was never a dull moment. Philip Wood’s parents graduated from Virginia Tech in the fields of mechanical engineering and computer science. It could be assumed Philip’s life could have ventured down a similar path. However, prior to the birth of the youngest Wood boy, Philip’s mom, Debbie, had already quit her job to be at home with the boys. Philip’s father, Sam, had also left his job to begin his new calling into full-time ministry.

Their ministry began by starting Christian Cinemas, funded primarily by donations. After making the transition from two successful careers to what God had called them to do, life wasn’t easy financially for the Woods. There were those who thought they were even crazy for giving up their previous careers. They ended up moving outside of Charlotte, where Sam and Debbie launched Family Fortress Ministries. The couple traveled across the country sharing biblical teaching on the family with a heavy emphasis on marriage and parenting conferences, something they still do to this day.

“Seeing my parents’ faith in God through the years had a huge impact on who I am today and my own personal relationship with Christ.”

The family eventually moved to Jamestown, Tennessee in 1997, where Philip grew up. He went on to Asbury University in 2006, where he truly fell in love with central Kentucky. Philip always had an interest in homes and construction. While in college, he ended up doing a summer internship with the Wing family, close family friends and thriving REALTORS® in Charlotte. What he thought might serve as a springboard for a career in real estate didn’t quite pan out.

“I worked at a small brokerage in Lexington as their listing coordinator right after college,” Wood said. “But the work, despite giving me a start in the business, proved to be too monotonous and wasn’t always super fulfilling. I ended up leaving and accepting an administrative director position at my church, where I stayed on staff for nearly five years. During this time I also met my wife, Andrea, and we got married in 2014.”

But real estate still followed him at his job at the church. One of the pastors and his close friend, Jimmy Fields, was a REALTOR®, and his wife, Diana, was a broker. They encouraged him to pursue his license, which he received at the end of 2015, and he followed Diana to Keller Williams.

“I mostly worked on property management for Diana for the next year and a half,” Wood said. “It was a good job but I often used it as a crutch to not start my own path in real estate. In 2017, I found out Andrea was pregnant and that forced me to forge my own path and to provide for my family in a bigger way. I built a database comprised of friends, family and acquaintances from church, Asbury and anyone else I could think of who I could focus my business on and to whom I could provide a quality real estate experience.”

Once his son, Henry, was born in 2018, Philip's "why" became much more clear. He modeled his business after other agents he respected, starting to pick and choose parts of theirs to mold into his own. After building a solid business for several years, he joined a team in 2020. The couple welcomed their first daughter, Clara Mae, that same year. However, after having several transactions fall through, Wood was let go from the team at the end of the calendar year.

"I asked God why this was happening," Wood said. "It felt like such a huge failure in my career. But ultimately, it ended up being a massive blessing."

He fine-tuned systems and became significantly more relationship-centered. He started 2021 by closing four deals in January and tripled his business that year. The growth allowed Andrea to quit her job and stay home with the kids.

"My business has not only stayed consistent but grown," Wood added. "Real estate is all about consistency and relationships. No one can succeed alone. Thankfully, I'm also able to rely on a big God who I know ultimately will never fail me, even through my own failures. For me, relationships in and outside of my office are also a vital part of my business. Your reputation and relationships with fellow REALTORS®



can make or break a deal for a client. They matter. The goal in every transaction is a win-win for everybody. I always want clients to have the best experience possible before, during and after the transaction has closed. In turn, they become clients for life and refer friends to me as well."

While Philip has grown spiritually, in his career, and family – the couple welcomed their third child, Gracie, in August 2024 – he's the first to acknowledge that growth should never stop.

"Growth in 2025 looks like pushing myself to create more social media content and continuing to be consistent with relationships with past clients, family, friends and other realtors," Wood said. "My long-term goal is to be able to give abundantly and never take for granted the blessings God has given me."



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