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Bailey Woody
Realty Executives Associates
The Woody Group

Partner Spotlight

Kelly Wigington
Summer Dove Bookkeeping

Location: AR Homes model home
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BY REBECCA RAMSEY

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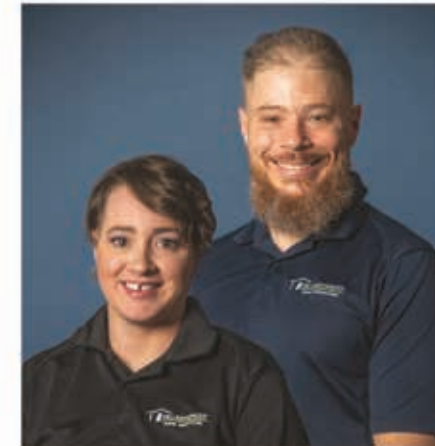
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Bailey Woody

REALTY EXECUTIVES ASSOCIATES, THE WOODY GROUP

BY LUCY REYNOLDS • PHOTOS BY NINAROSE PHOTOGRAPHY

**Faith,
Family, &
Serving
Others**

When Bailey Woody left her marketing position at Park West Medical Center in 2018, she wasn't planning on becoming a real estate agent. She was simply searching for a career that would allow her to make a difference while having the flexibility to be her own boss. Then, a simple networking meeting at a real estate company changed everything.

"I left that meeting with their brochure about what real estate school looked like," Bailey

recalled. "It wasn't on my radar, wasn't what I was planning, but it was just such a God thing how I felt like it was exactly what I was supposed to do."

Now in her seventh year of real estate, Bailey has built a thriving business alongside her husband, Garrett, who recently joined her full-time to form The Woody Group with Realty Executives Associates. Their partnership brings a unique blend of expertise—her marketing background

and his decade of experience in maintenance at TVA.

"Garrett has all of his expertise in trades, which is such a huge benefit to real estate because of showings, inspections, and HVAC, plumbing, etc.," she explained. "He can really speak to those things for the client's best interest."

Bailey's approach to real estate is deeply rooted in her marketing background, focusing on relationship-building and



"People want to work with someone who they trust and someone who communicates well."

Location: @AlwaysAspireTn

“We feel really grateful that we have a career that we love.”



genuine connection with her clients. “People want to work with someone who they trust and someone who communicates well, and that’s what we’ve built our business on,” she said. “We focus on how we can love people right where they are, whether it’s a happy time or a sad time, or both, or even just a quick transaction.”

This philosophy has served her well through market changes, including the challenges of COVID-19 and recent shifts in the industry. “I realized early on that real estate is ever-changing,” she reflected. “You’re never going to wake up and do the same thing twice, which is also what’s so appealing about it. When you treat it like a career and when you care most about the client, you’re going to do whatever it takes every time.”

For Bailey and Garrett, the timing of forming The Woody Group couldn’t have been better. As Garrett transitioned from TVA to full-time real estate, the couple discovered they are expecting their first child—a daughter, who is due in April 2025. Their new business structure will allow them to balance parenthood with serving their clients well.

“It’s just a really cool thing the way the timing worked out,” Bailey shared. “If one of us is with our daughter, the other one can do showings—we’ll always have boots on the ground. We feel really grateful that we have a career that we love and that will allow us to be with our daughter and watch her grow, but also keep serving our clients and their families.”

Based in Kingston, the Woodys are deeply connected to their community. Both of their extended families live nearby, so they have a very strong support system. “We’re with

our family most of the time,” Bailey said, “and it’s not lost on us how blessed we are. We are so fortunate that we have not only both sets of parents together but also our siblings and nieces and nephews, and we’re eating meals with them and spending time with them every weekend.” When they’re not working, the couple enjoys the amazing outdoor lifestyle that East Tennessee offers. “We love to bike and hike. We love going to Watts Bar Lake...really anything outdoors,” Bailey described. They also have a family cabin where they can unplug and recharge.

One of Bailey’s biggest life lessons has been learning to accept failure and use it as a growing experience. She is most proud of learning to handle objections and suffering in a way that honors God and glorifies Him. She loves listening to Christian and country music as well as oldies—and she really enjoys the “WHOA That’s Good” podcast.

Looking back on her career transition, Bailey credits her former boss, Shelby Brooks, for inspiring her path into real estate. “Without her, I know I wouldn’t be a REALTOR,”

she acknowledged. “It’s just really cool to see how things happen and where your life goes that you didn’t necessarily expect—but what a huge blessing it ends up being.”

As The Woody Group continues to grow, Bailey remains focused on what matters most: faith, family, and serving others. “My husband, my family, my clients, being thankful to God that He has given me a life worth living, loving others and getting to make a difference every day,” she emphasized. “That’s what gets me out of bed every morning.”

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Kelly Wigington

Summer Dove Bookkeeping

Helping REALTORS Build
Better Businesses

BY LUCY REYNOLDS
PHOTOS BY AMY SULLIVAN PHOTOGRAPHY

When Kelly Wigington got her real estate license in 2013, she didn't realize she was starting a business. Like many new agents, she found herself "winging it and selling houses" while juggling a growing family. The lack of guidance on building a sustainable business—combined with having two children under two—eventually led her to step away from real estate. But that career pivot would ultimately bring her back to the industry in an unexpected way.

"Nobody taught me what I should be doing with my money," Kelly reflected. "Nobody taught me about how to prepare for taxes or how to build a business outside of sales volume and marketing. Your finances are literally what's keeping your business afloat, and if nobody's showing you what the numbers mean and helping you decide what numbers you should be aiming for, it's hard to know why you're not getting the results you were trying to get."

Today, as the owner of Summer Dove Bookkeeping, Kelly uses her unique

combination of real estate experience and accounting expertise to help REALTORS manage the financial side of their businesses. What started as simply helping a friend with QuickBooks in 2020 has now grown into a thriving practice serving 22 clients monthly—with a particular focus on real estate professionals.

"I realized that my real estate knowledge allows me to speak the language of the REALTORS I'm working with," she explained. "I know their pain points because I suffered tremendously like they have in some areas, and I know that financial education is often lacking in the industry."

One of Kelly's core missions is helping REALTORS understand that they don't have to pay taxes on their full 1099

“
My real estate
knowledge allows
me to speak
the language of
the agents I'm
working with.”

income—something many agents do unnecessarily. Summer Dove Bookkeeping provides monthly report packages and maintains regular communication with clients—which is often lacking in the industry, according to many of Kelly's clients. "The number one thing I hear is that their CPA doesn't

respond to them," she said, "and they can't get a bookkeeper to call them back. We definitely pride ourselves on communicating with our clients. If anything, we over-communicate."

Beyond the technical aspects of bookkeeping, Kelly also emphasizes the importance of building systems that support work-life balance. As a mother of three young children (with a fourth on the way!), she understands the challenges of balancing business growth with family life. She has intentionally structured her company to provide the support she wishes she had had when she was working as an agent.

"Work-life balance is something that everyone talks about, but it's not free and it's not intuitive," she remarked.



“

You have to find the support you need to be able to live the lifestyle you want.”



“You have to find the support you need to be able to live the lifestyle you want.” This philosophy extends to how Kelly serves her clients—aiming to take bookkeeping off their plates so they can focus on their priorities without working until midnight during tax season. Her approach to sales and client relationships also reflects her commitment to authenticity. “My biggest asset in sales is that I’m relatable, I’m laid back, and I’m transparent,” she described. “I tell people exactly how I operate and exactly what they’re going to get.”

This straightforward approach has proven successful, even during challenging times. Kelly lives in Erwin, a town hard hit by Hurricane Helene. When the community and her children’s schools were disrupted for weeks, Kelly’s business continued to thrive thanks to the support systems she’s put in place for herself. Her personal experience has reinforced her belief in investing in the right support—whether that’s hiring additional team members or bringing in professional help.

“I provide my clients with the support and knowledge that I wish somebody had offered me when I was an agent,” Kelly shared. “I’ve seen firsthand how even top producers can struggle with financial management. I know people who are making multi-six figures, but at the end of the day, they’re like, ‘I don’t know where my money is.’ I can’t change people’s spending habits, but I can definitely help show them the complete picture of where their money is, where it’s going, and how to manage it more effectively.”

For REALTORS looking to build sustainable businesses, Kelly’s journey in the industry offers valuable insight into the importance of financial literacy and effective support systems. Her experience demonstrates that sometimes the most valuable business advice comes from someone who has walked in your shoes and found a better way forward. “Sometimes you have to pay for a system to make your life easier,” she summarized. “You have to invest in your business.”

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Location: AR Homes model home

How Sam Allen Bet on Himself— AND WON

BY LUCY REYNOLDS
PHOTOS BY AMY
SULLIVAN PHOTOGRAPHY

At age 27, Sam Allen put everything he had into buying and renovating a 2,600-square-foot commercial building in Vonore. With 15 parking spaces and zero agents, some might have called it overly ambitious. But Sam had a clear vision—and, more importantly, no Plan B.

“I didn’t have any back-up plans—I just thought this is gonna be my career forever,” recalled Sam, now 31 and owner of the successful Allen Realty. “Instead of working at another brokerage and giving a split away, I thought I could get the benefits of owning commercial real estate, being my own broker, creating my own brand, and having agents working underneath me. I just felt like for the long term of my career this was the best play.”

Sam’s bold move has paid off. Today, Allen Realty boasts 10-12 agents and a thriving property management





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division—and the firm achieved \$31 million in sales last year. But success didn't come overnight...or even in the expected location.

Sam's professional journey began with a grueling four-year degree in marine and facility engineering from Cal Maritime Academy. But after graduating, he struggled to find his footing in the engineering world. "I just really didn't like it," he admitted. A stint with a marine engineers' union in Long Beach led

nowhere, prompting a move to Nashville where his long-time girlfriend (now wife) was attending nursing school.

After a brief and unfulfilling position at the Omni Hotel in Nashville, Sam made his first major pivot. He got his real estate license and joined a local brokerage, hoping to specialize in new home sales. But promises of a model home assignment never materialized, and months of creative prospecting—


including chatting up garage sale hosts—yielded no sales. Then, just when things looked the worst, a family connection led him to East Tennessee and Rarity Bay, a gated community where his parents had purchased property. It was here that Sam began to find his groove.

"It was a leap of faith," he described. "I went from bailing out on engineering, to trying to make real estate work in Nashville, to falling on my face with nothing, to moving to East

Tennessee—and that's when things started to take off. It's been cool to see it all come together."

"I'm very grateful for Rarity Bay," he acknowledged. "People would hit that gate and turn back to the office, and I would just live in there and work those leads. That really got me going. Even now, Rarity Bay and Tellico Lake have been very much of a niche market for me."

After becoming one of the top agents in the office and



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earning his broker's license, Sam took the leap to start his own brokerage. He sold his house, investing every dollar into buying and renovating his commercial building. The grand opening came in late 2021—and while it took some time to build momentum, the business has flourished.

Truthfully, real estate success might have been in Sam's DNA all along. "In California, my dad built high-end spec homes, my mom was a successful realtor, my grandma was a broker, and my grandpa was a REALTOR who flipped homes," he explained. "Basically everyone I know above me, on both sides of my family, made their money

through real estate. That helped this to not feel like a total shot in the dark." Today, Sam's definition of success extends beyond sales figures. "Being able to provide for my family and give them a very comfortable life is very important to me," he shared. "Being able to be in their lives and be present is important to me. It's great to have control over your own time...and to enjoy what you do every day."

With two young sons and another one on the way, Sam has found that sweet spot of professional achievement and personal fulfillment. His business continues to expand, with a growing property

management division, multiple office spaces, and a strong team of agents. Looking back, he's proud of his decision to abandon the security of engineering for the uncertainty of real estate entrepreneurship. "I'm proud of myself for jumping into something so unknown, no guarantees, didn't know how I was going to do it—but I knew I

could," he reflected. "I had faith that I would. In nonstop attacking the dream, I had some good breaks, but a good amount of it was just being willing to bet on myself."

With his brokerage thriving and his family growing, that bet has clearly paid off. In his own words: "The Sam of seven years ago would be shocked at where I am now."

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