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KILEY YALE

Honors Real Estate Services

HER CLIENTS BECOME HER PEOPLE

BY PHYLICIA BOVA
PHOTOGRAPHY BY AMY SULLIVAN

Just four years into her real estate career, Kiley Yale has already built something many agents spend years trying to create: a business rooted entirely in relationships. Not polished sales pitches or flashy marketing. Real relationships. The kind where clients become close friends, where first-time buyers call her long after closing day for advice, and where she gets invited to baby showers, baseball games, and birthday parties because the connection extends far beyond the transaction.

“I love the relationship building over the turn-and-burn side of the business.” That mindset has quickly set her apart in the Knoxville market. Kiley entered real estate after spending eight years as a server and bartender; a time she now realizes prepared her perfectly for the career she would eventually build. The fast pace, long

hours, and constant communication translated naturally into real estate.

“I loved talking to people and networking. I didn’t realize how much that would transfer into real estate.” Like many agents entering the business, Kiley initially saw the appeal of flexibility and independence. But she laughs now at the misconception that agents simply “work when they want.” Actually, “It’s all the time.”

Still, once she got started, everything clicked quickly. Kiley officially began working in real estate in late 2022 and gained momentum almost immediately, selling her first house within weeks and closing 19 transactions during her very first year in the business. She credits much of that early success to simply saying yes.

“I took a lot of clients in the beginning that other agents didn’t want or didn’t have time for. Lower budgets, difficult situations, farther-out areas. I just said yes to everything.”

That willingness to work hard, stay available, and take opportunities others overlooked allowed her to gain experience while building a strong referral network almost immediately. Today, referrals make up a major part of her business.

A large percentage of Kiley’s clients are first-time homebuyers, many using

FHA or USDA financing, something she genuinely loves. She enjoys walking clients through the process from the very beginning, often helping people in their early and mid-20s purchase homes they never imagined possible just months earlier.

“There’s something really special about seeing someone in their first home.”

But for Kiley, the most rewarding part comes after the closing. She watches her clients get married, renovate homes, have children, build careers, and create lives. Many of them stay deeply connected to her long after the transaction is complete. One past client relationship even evolved into such a close friendship that Kiley now jokingly refers to herself as “Aunt Kiley” to their daughter.

“I have a swing in my backyard for my clients’ kids.” That level of connection feels increasingly rare in an industry often driven by numbers and volume, but Kiley intentionally leans into the personal side of the business. She handwrites birthday cards to past clients, checks in consistently, and tries to physically see at least one past client every week.

“I really lean into the relationships.” That strategy has created an organic business model. Many of her clients refer siblings, parents, coworkers, and entire friend groups



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BECOME
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”



“THE WORK YOU PUT IN DURING MONTH ONE, YOU MIGHT NOT SEE UNTIL MONTHS THREE, FOUR, OR FIVE. YOU JUST KEEP GOING.”

to her, especially because so many are in similar stages of life.

“Not all your friends become your clients, but a lot of your clients become your friends.”

Outside of real estate, Kiley maintains the same high-energy lifestyle that defines her business. She snowboards regularly during ski season, recently completed a half marathon, spends hours in the gym, and fills her home with more than 70 houseplants. She recently purchased her own home and is tackling the renovations herself while balancing the demands of business ownership. “There’s definitely a lack of balance sometimes.”

But even through the chaos, Kiley keeps coming back to one core principle: consistency.

“The work you put in during month one, you’re not going to see until months three, four, or five. Just keep going.” She also credits much of her success to the support system she found at Honors Real Estate Services, where mentorship, collaboration, and teamwork helped shape her early growth in the business. “I 100% would not be remotely where I am right now without them.”



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“What if we look at closing gifts as the beginning of a relationship and not the end of the relationship.”
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If you ask Caroline Cross the secret to her success, her answer is simple: “Everything is figure-outable.” This busy mother to three young children prides herself on her ability to “handle whatever comes my way,” whether it’s helping agents advocate for including home warranty protection in their transactions, or assisting homeowners with their first claims experience.

“In both my personal and professional life, I try to stay positive and look on the bright side. I’m definitely a glass half-full kind of person,” she explains.

Turning Experience into Leadership:

Finding that silver lining and focusing on solutions has guided Caroline throughout her career. After graduating from the University of Tennessee, she joined a boutique real estate firm in Knoxville and quickly found her footing. At the time, she worked closely with the region’s First American Home Warranty area manager, a role she would eventually step into herself. Today, she serves as First American Home Warranty Area Manager for East Tennessee, Northern Georgia, and Southwest Virginia. “At the real estate firm, we worked with First American Home Warranty, so joining the company felt like the perfect fit.”

To support her large territory, Caroline prioritizes education, guidance, and accessibility, answering phone calls from agents and homeowners and attending team meetings and events whenever possible. “I start with office events of about 30 agents. I’m usually given a few minutes to present, but it quickly turns into 30 once agents begin to recognize the value home warranties can bring to their businesses.”

She follows up with coffees, lunches, and additional phone calls, and encourages agents to order home warranties for their own homes. “It helps them speak from experience when discussing coverage with their clients. I hear so many stories where the agent was glad they had recommended a home warranty.”

Unlocking Home Warranty Benefits:

A First American home warranty is a renewable service contract that protects a home’s systems and appliances from unexpected repair or replacement costs due to breakdowns of covered items. When a covered item fails from normal wear and tear, First American Home Warranty will send a network service contractor to the home to diagnose the problem. Once coverage is confirmed under the terms of the service contract, they will repair or replace the item, subject to applicable coverage limits, exclusions, and service fees.



“My parents instilled in me the importance of doing the right thing, and it comes naturally to me.”



“
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side. I’m
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”

Home warranties generally cover systems, such as heating, air conditioning, electrical, and plumbing, along with appliances, including dishwashers, ovens, clothes washers and dryers, and refrigerators — with additional coverage options and upgrades available.* In contrast, homeowner’s insurance generally does not cover routine mechanical breakdowns due to normal wear and tear, so a home warranty can help bridge that gap in protection.

Leading with Authenticity:

Caroline credits her knack for building relationships to her authenticity. “Being myself and genuinely getting to know people goes a long way. My parents instilled in me the importance of doing the right thing, and it comes naturally to me.”

That mindset carries forward in the customer-first approach she brings to every interaction. “I’m good at listening, empathizing, and finding solutions,” she says. “Once agents see how home warranties complement home inspections and homeowner’s insurance, and can add value to a transaction, it becomes a natural part of their process.” As that understanding grows, agents often turn to Caroline to explain coverage to their clients. “I’m always happy to help. I point out that the inspection is only a one-day snapshot; you don’t know what could happen after you move in.”



For Caroline, showing up as a reliable, go-to resource extends beyond the workday. After-hours and on weekends, she enjoys spending time with family and friends, cheering on the Vols, and baking something special in her kitchen — but she always stays connected. “I never let my phone get too far away because that’s usually when someone needs me the most,” she says with a laugh. “I’m always on standby.”

**Home warranty coverage varies by location, plan, and selected options.*



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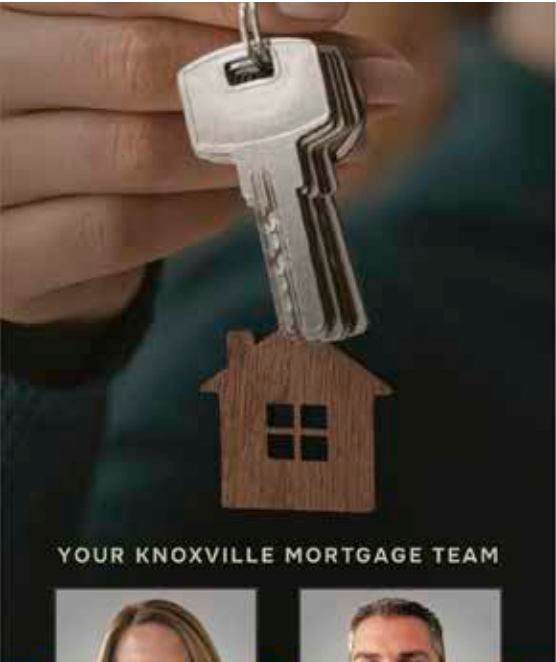


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Robyn Ray

Building Something Bigger Than Real Estate

BY PHYLICIA BOVA
PHOTOGRAPHY BY
AMY SULLIVAN

GREATER IMPACT REALTY

There's something immediately magnetic about Robyn Ray. Maybe it's her honesty. Maybe it's her humor. Or maybe it's the way she makes people feel seen the moment they meet her. Whatever it is, one thing becomes very clear very quickly: Robyn isn't just in the business of real estate. She's in the business of people.

As a partner at Greater Impact Realty, Robyn has helped build one of East Tennessee's fastest-growing brokerages while also becoming a respected leader, mentor, and advocate for both clients and agents throughout the region. But her journey into real estate was anything but traditional.

Growing up as the middle child of five children, Robyn naturally stepped into the role of caretaker early in life. She originally envisioned

herself becoming a nurse, drawn toward helping and serving others. But after losing her father at a young age, life forced her to grow up quickly. Instead of heading directly into college, she entered the workforce to help support her family.

Over the years, Robyn worked in restaurants, earned her CNA license, spent time in the medical field, and eventually transitioned into medical research. Looking back now, she can clearly see how those experiences prepared her for what would eventually become her true calling.

When people first encouraged her to explore real estate, she laughed off the idea. "I literally told them no, because I'm never going to walk into an ugly house and say this is cute," Robyn joked. But once she gave the industry a chance, everything changed.

What initially seemed like a "fluffy" career centered around houses quickly became something much more meaningful. Robyn discovered she loved the strategy behind transactions, the complexity of negotiations, and the constant problem-solving that came with helping people through major life transitions.

That mindset has become one of the defining characteristics of her career. Whether she's guiding a first-time homebuyer, helping a family navigate a difficult transition, or coaching an agent through a challenge, Robyn approaches every situation with patience, creativity, and determination.

Over the years, she has also become known for something increasingly rare in today's fast-paced world: genuine accessibility. That





philosophy extends far beyond her clients. Inside Greater Impact Realty, Robyn has helped foster a culture centered on support, mentorship, and collaboration. The brokerage was founded with the idea that agents deserve more than just a desk and a logo. They deserve community.

In just one year, the Knoxville office reached 50 agents and expanded into a second Lakeway location, growth that reflects not only strong leadership, but also a culture people genuinely want to be part of. “We focus more on retention than recruiting,” Robyn explained. “We want agents to feel supported, cared for, and connected.”

That people-first approach shows up in countless ways. From multiple weekly trainings to mentorship opportunities to something as simple as delivering soup to an agent’s home when they’re sick, the leadership team at Greater

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For Robyn, that level of care isn't a business strategy. It's simply who she is. She credits much of her strength and work ethic to the strong women who raised her, along with the mentors and supporters who poured into her throughout her career. She also speaks lovingly about her husband, whose encouragement and business mindset have helped her continue growing both personally and professionally.

But one of the roles she treasures most is becoming a bonus mom to her two boys after getting married several years ago. That chapter of life, she says, shifted her entire perspective on what truly matters.

Even with all her accomplishments, Robyn remains remarkably humble. Recently asked to speak in front of 2,000 agents at a conference, she admitted she became emotional questioning why she had been chosen for the opportunity at all.

But those around her already know the answer. Robyn Ray leads with authenticity. She's unapologetically herself: hardworking, compassionate, driven, funny, and deeply invested in the success of others. In an industry where many people focus solely on transactions, she continues focusing on relationships. And that difference is exactly what makes her unforgettable. ▀

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I want people to know I CARED ABOUT THEM, answered the phone, and was always there when they needed me.

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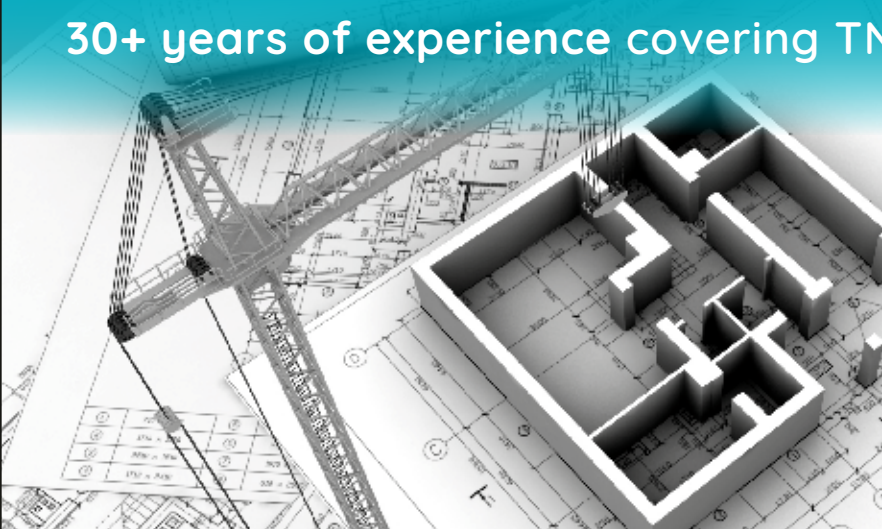


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