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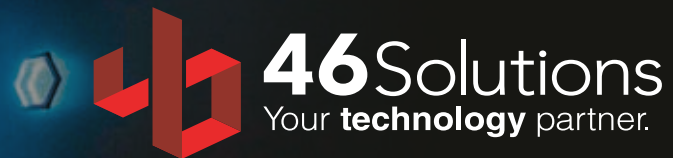


Kim  
Morris

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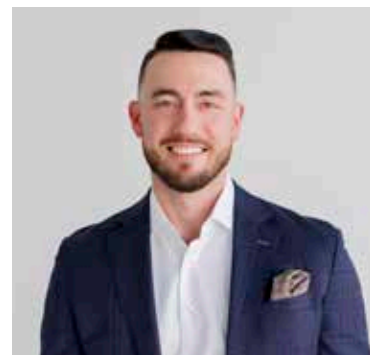


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# 2025

## BY THE NUMBERS

HERES WHAT THE TOP 300 AGENTS IN THE BLUEGRASS SOLD IN 2025

9,600



TOTAL TRANSACTIONS

SALES VOLUME



\$3,670,000,000



AVERAGE SALES VOLUME PER AGENT

\$12,200,000

AVERAGE TRANSACTIONS PER AGENT



32

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# COVER REWIND 2023



# COVER REWIND 2024



# Tanner NAPIER

PHOTOS BY RENEE HENSLEY PHOTOGRAPHY

“When talent meets talent, talent is no longer enough.” This quote by Inky Johnson shapes Tanner Napier’s mindset and career. A former Division I wide receiver at Morehead State University, Tanner applies the discipline, structure, and perseverance he developed in athletics to his thriving real estate business.

Since earning his license in 2019, Tanner has built an impressive career, reaching nearly \$58 million in total sales volume, including \$21.1 million in a standout year. He attributes his success to going beyond basic expectations—developing deep market knowledge, understanding neighborhoods, and focusing on the “extra things” that set him apart.

After briefly exploring careers in personal training and retail management, Tanner chose real estate when he and his wife, Kenzie, were expecting their first child. Seeking flexibility and a greater sense of control over his future, he found a path where his work ethic could directly impact his success.

Now part of The South District Group, Tanner emphasizes relationships over transactions. He invests in his clients through personal gestures, events, and consistent connection rather than relying on paid leads. This approach has helped him build a reputation rooted in trust and authenticity.

Raised by hardworking parents who instilled strong values early on, Tanner continues to channel that foundation into both his real estate career and his entrepreneurial ventures, including an outdoor construction business.

For Tanner, success is about more than numbers—it’s about people. He encourages new agents to stay disciplined, build genuine relationships, and never stop learning. Driven by family, competition, and growth, he continues to push himself daily, proving that sustained success comes from effort beyond talent alone.



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# Meet Joy Murphy

Guided by Care,  
Fueled with Heart

PHOTOS BY RENEE HENSLEY  
WRITTEN BY ELIZABETH MCCABE



“Your clients love you.” That’s what a cooking instructor told Joy Murphy during her recent two-night client appreciation event, a packed cooking class that drew nearly 70 people on a Tuesday and Wednesday evening.

What’s more? Her clients lit up when she walked into the room. The response was warm and heartfelt. Just as Joy pours into her clients, they pour back into her. Joy is the kind of agent who answers the phone. The kind who responds to texts. The kind who truly understands how stressful it is to move and refuses to let her clients carry that weight alone.

Communication, she says, alleviates everything.

If someone is spiraling about an inspection, financing, timing, or the “what-ifs” that creep in at 2 a.m., Joy tells them, “Give me the stress.” That’s right. She’ll take it home. She’ll handle it. She’ll worry so they don’t have to.

That steady presence is what built her sphere in Kentucky from the ground up.

And building something from scratch? She knows a thing or two about that.

**From Manhattan to the Bluegrass**  
Joy and her husband, Steve, were both born and raised in New York City. She met him at 17 at St. John’s University. He was, in her words, “the cutest boy I had ever seen.” They’ve now been married 43 years.

Steve spent 35 years working on Wall Street. Joy built a career in advertising, selling commercial spots for 150 radio stations around the country to advertising agencies on Madison Ave. A fast-paced world not unlike Mad Men. Then life shifted. Joy stayed home to raise her children after her second daughter was born. Seventeen years later, she got her real estate license. By her third year in real estate on Long Island, Joy was ranked 20 of all Century 21 agents in New York.

Kentucky began calling.

Two of her three daughters attended the University of Kentucky. One joined the dance team and fell in love with the spirit of game days. The youngest embraced basketball, football, and campus life with full enthusiasm. Lexington felt easier. Gentler. Less frantic. More connected.

After years of visiting for games and watching their daughter perform, Joy and Steve made the leap. “We had fallen in love with Lexington because we had been here so much,” smiles Joy. Eleven years ago, they relocated to Lexington and never looked back.

Today, all three daughters live within driving distance. One in Northeast Ohio. One in Columbus, Ohio. One in Raleigh, North Carolina. Four grandchildren (ages 8, 6, 14 weeks, and 7 weeks) have sealed the deal.

**The Relocation Advantage**  
Joy understands relocation in a way few agents can.

When you move somewhere new, you don’t just need a house. You need grocery stores. Dentists. Hair stylists. Pediatricians. Community. You need someone who picks up when you call because you don’t yet have your people.

She built her network here intentionally. Vendor by vendor. Relationship by relationship. That pride is palpable.

Her sweet spot? First-time homebuyers and families relocating.

First-time buyers remind her of raising her daughters. Joy is protective, invested, making sure they’re safe and informed. Relocation clients tug at something deeper. She’s been them. She knows the fear. The isolation. The second-guessing.

Her promise is simple: You can call me anytime. Ask me anything.

And she means it.

**The Search That Changed Everything**

Almost six years ago, during COVID, Joy’s life took another extraordinary turn. She had been adopted at five days old. Born “Baby Girl Fedderman.” The



adoption was private. Records sealed in New York State. Information scarce. Non-identifying details only.

For 30 years, she searched. Phone books. Letters. Cold outreach. Nothing.

Then in 2020, a distant relative in New Jersey responded. A thread. A possibility. He thought an aunt may have had a baby decades ago. A birthday that matched. A phone call.

“You’re my niece.”

Joy learned an important fact: “My birth mother named me Joy, so I would know I was always loved and wanted. “

She discovered siblings. A sister named Bari who is three years younger and startlingly similar. Same laugh. Same taste in foods. Same energy. They are now best friends.

For someone who grew up without medical history, without context, without answers, finding her biological family brought a grounding she didn’t know she was missing. It also deepened her empathy. Her understanding of belonging. Of home. Of what it means to feel chosen. Simply put, it was life-changing and one of the greatest blessings she could have received.

#### **A House Full of Heart (and Fur)**

Joy’s compassion extends well beyond contracts. She and Steve share their home with four rescue pets.

Zelda, a 110-pound Bernese Mountain Dog rescued from a puppy mill, took 4 months before her tail wagged for the first time. Watching that transformation from fear to trust was priceless.

Franklin, a 10-pound Dachshund-Chihuahua mix, rules with confidence.

Two rescue cats complete what Joy affectionately calls “the zoo.” Helping animals who have been mistreated feels personal. Giving them love. Giving them safety. Giving them a life. It mirrors how she treats her clients.

#### **Lights, Camera, Lexington**

As if real estate and grandmother life weren’t enough, Joy is also a host on The American Dream TV Show, filming episodes every other month. Some of her segments were on CNBC and HGTV.

Each segment spotlights the Lexington area with local vendors, philanthropies, community events, with one minute of her segment dedicated to one of her listings. Some of her social media reels reach 250,000 to 350,000 views.

The exposure for her sellers is extraordinary. The exposure for local businesses? Equally powerful.

She doesn’t see it as self-promotion. She sees it as platform-sharing.

This year, she plans to lean even further into philanthropic features with animal rescues, local nonprofits, organizations doing real work in the community she now calls home.

#### **Stronger. Clearer. Focused.**

Joy isn’t chasing “number one.” At this stage of her life, success looks different. It looks like loyalty. Reputation. Being known as the agent who answers. The agent who cares. The agent who communicates.

It looks like grandchildren in the pool in the backyard. Binge-watching shows with Steve at night. Gym time squeezed in when she can. “I should workout more,” she laughs. Vacation plans on the calendar.

It looks like clients inviting her back to see the renovated bathroom because she’s no longer just their real estate agent, she’s part of their story.

When that cooking instructor said, “Your clients love you,” she wasn’t observing charisma.

She was witnessing consistency.

Joy Murphy isn’t just on fire. She’s steady heat. The kind that warms a room, builds trust, and never flickers when things get complicated. And in real estate, that kind of presence changes everything. ▾



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# Kim Morris

## Building a Real Estate Business Defined by Precision, Trust, and Intentional Growth

PHOTOS BY  
JARON JOHNS

In an industry where many professionals follow a similar playbook, Kim Morris has built her business by focusing on how the work is done, not just what gets done. With 4.5 years in real estate, she has quickly established herself as a top performer, ranking among the top 3 percent of Berkshire Hathaway HomeServices agents worldwide. Her rise has been fueled by a mix of discipline, strategy, and a deeply intentional approach to every client interaction.

Kim's list of accomplishments reflects that commitment. She has earned global recognition such as Chairman's Circle Gold, President's Circle, Leading Edge Society Award, and National Honor Society Award. At the brokerage level, she was named Rookie of the Year in 2021 and has consistently received Top Producer Awards from 2022 through 2025. Still, she sees these milestones as a byproduct of something deeper.

"I firmly believe what sets a real estate agent apart isn't what they do, it's how consistently and intentionally they do it," Kim said. "Most agents check the same boxes, but I differentiate myself by creating an elevated

client experience, ensuring clear communication, and building trust."

That philosophy shows up in every aspect of her business. For Kim, clients are not simply transactions. They are people navigating one of the most important decisions of their lives, and she approaches each situation with that level of care. Her focus on communication and strategy creates an experience that feels both structured and personal. Interestingly, Kim's influences have not come from one specific mentor or figure. Instead, she has built her perspective by observing patterns in others.

"Honestly, I've taken pieces from a lot of people, how someone handles pressure,





**“ It’s not just a transaction, it’s where people build their lives.”**

how they treat others, and how they build a life,” she said. “I’ve definitely been more influenced by traits than by people. I’m drawn to those who are quietly confident, emotionally intelligent, and consistent.”

That instinct for patterns has become one of her greatest strengths in business. Over time, she’s developed a sharp ability to quickly assess situations, anticipate outcomes, and guide her clients with clarity.

“Experience has sharpened my pattern recognition,” Kim shared. “I can walk into a situation, understand what’s likely to happen, spot potential risks, and position my clients accordingly. That only comes from seeing how things truly play out over time.”

This insight guides her approach to pricing, negotiations, and timing—where strategy and discernment matter most.

“I’ve learned that my role is less about selling, and more about advising,” she said. “Anyone can list a home, but knowing when to push, when to pause, and how to strategically position a property or an offer is where the real value lies.”

For Kim, the most rewarding part of the job comes down to trust. She understands the weight of the decisions her clients are making and embraces the responsibility that comes with guiding them.

“The most rewarding part is being trusted with such a significant moment in someone’s life,” she said.



Mark Jump photography

“It’s not just a transaction, it’s where people build their lives. Seeing strategy translate into a real result for my clients is incredibly fulfilling.”

While her success has been impressive, Kim is quick to credit the people who helped shape her early on. Strong mentorship provided the foundation she needed to grow quickly and confidently.

“A big part of my success comes from the people who invested in me very early on,” she said. “My broker, Anthony de Movellan, and Sales Manager, Chip Diehl, invested heavily in my development. That foundation has been invaluable.”

As her business expanded, having the right support system became equally important.

“Having Crystal Wilson as my assistant has been a game changer,” Kim added. “It allows me to operate at a much higher level and stay focused on what I do best.”

When it comes to defining success, Kim’s perspective is rooted in alignment rather than accolades.

“Success, to me, is alignment,” she said. “It’s doing high-level work, being trusted by the right clients, delivering strong results, and building a business that reflects how I actually want to live. Success is when your reputation starts working harder than you do.”

Even with her achievements, she remains focused on the bigger picture and the opportunities within the industry. She believes there is room for improvement when it comes to consistency in service.

“I would elevate the standard of service across the industry,” she said. “There’s a big gap between average and exceptional. Clients should experience a high level of guidance, communication, and transparency, regardless of the price point.”

Outside of work, Kim’s life is just as intentional. She is



Vrai Photo

a lifelong equestrian who continues to ride her two off-track thoroughbreds and participates in mounted fox hunting. The discipline required in the sport has directly influenced her professional mindset. She also prioritizes mindfulness through yoga and meditation, practices that help her stay grounded in a fast-paced industry, and she enjoys traveling to experience different cultures and perspectives.

Family plays a central role in her life as well.

Her daughter attends boarding school in Northern Virginia, and her son is a freshman at Ole Miss.

“It’s been incredibly fulfilling to guide them while also giving them the space to become who they truly are,” she said. “It’s a rewarding journey to support them on their very different paths.” Kim’s work naturally reflects her personal interests. With a focus on both residential properties and horse farms, she brings a unique perspective to a specialized segment of the market.

“Specializing in both residential properties and horse farms allows me to combine my professional expertise with a personal passion,” she said. “I want every client to feel confident, well-advised, and completely taken care of from start to finish and beyond.”

At the core of Kim’s business is a simple but powerful idea. Success is not about doing more than everyone else. It is about doing the right things, consistently, thoughtfully, and at a high level. ▀



“ I want every client to feel **confident, well-advised, & completely taken care of** from start to finish & beyond.”

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