

MEET YOUR REALTOR

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VILLAGE PROPERTIES
REALTORS

Why Choose Village Properties?

Forging lasting personal relationships with customers is at the core of our success, and we pride ourselves on keeping clients for life. We credit our devoted team of agents for keeping our clients satisfied, and we're firm believers in developing and sustaining these long-term relationships. We're committed to developing agents into passionate professionals who offer unparalleled service on the job and are dedicated to community involvement off the clock.

Kelly Knight

NOOZHAWK: What is your experience and education?

KELLY KNIGHT: I've been blessed to work in Santa Barbara as a professional advisor for over 30 years, first as a practicing attorney at a large area firm then as a licensed real estate broker. I have degrees in business (B.S.B.A 1985) and law (J.D. 1988).

NOOZHAWK: What designations or certifications do you hold?

KK: I've been a licensed Realtor and residential real estate broker since 2004. I am also a certified mediator.

NOOZHAWK: Is this your full-time job?

KK: Yes, I have worked full-time as a residential real estate broker since 2005. I am the founder of Knight Real Estate Group of Village Properties. In addition to working full-time in real estate, I sit as a director on several community boards.

NOOZHAWK: How many homes did you sell last year?



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"My guiding principle is to provide my clients with exceptional real estate representation."

KK: I average 1-2 closings per month. In 2019 I sold 19 homes with sales just shy of \$30 million.

NOOZHAWK: Which neighborhoods do you primarily work in?

KK: I enjoy selling property throughout the South County (Carpinteria-Goleta), as every neighborhood is beautiful and unique. My experience includes single-family homes, condominiums, land, and multi-family/1031 exchange properties.

NOOZHAWK: On average, how close to the asking price is the final sale price on homes you have sold?

KK: I'm very proud of my list-to-sales price ratio, which is 98%! This reflects my "realistic pricing" philosophy.

NOOZHAWK: How do you market your client's homes?

KK: While every property and home is different, most require some degree of pre-market preparation and lifestyle staging as the first step. Once a property is looking its best, I use a combination of professional photography, video and 3-D imaging to capture it visually. Since most buyers are searching online for their next home, first impressions and exceptional photography are critical. Once the property is entered into our local Multiple Listing Service, it is syndicated to over 30 high-traffic websites through ListHub, as well as to our esteemed luxury and international affiliates. Internet marketing is supplemented by print advertising in magazines and newspapers, television or YouTube advertising, and a dedicated property site that I build for each property and distribute through social media channels. And, of course, I actively network with my colleagues and personal sphere.

NOOZHAWK: Do you work on your own or as part of a team?

KK: I have personally managed over 175 transactions with sales in excess of \$225 million during the past 15 years. In July 2020 I founded Knight Real Estate Group.

NOOZHAWK: What type of support staff or resources do you have?

KK: Village Properties provides its agents with incredible support, from access to the company owner, Renee Grubb, to a sophisticated marketing team and full-time transaction coordinator. I also partner with a creative team for web and marketing support.

NOOZHAWK: Can you recommend service providers who can help your clients obtain a mortgage, make home repairs, etc?

KK: Yes, I regularly work with a trusted group of industry service providers as well as professional advisors who are available to assist my clients as needed.

NOOZHAWK: Do you show properties from other companies' listings?

KK: Absolutely! My guiding principle is to provide my clients with exceptional real estate representation, which includes showing them properties from other companies as well as off-market listings.

NOOZHAWK: What distinguishes you from other real estate agents?

KK: My education, experience, creative eye, and clear communication style. 15-years of legal practice has given me a unique depth of knowledge and an ability to spot issues before they arise in a transaction, which is a huge value-add for my clients.

NOOZHAWK: What is your negotiating style and how does it differ from others?

KK: Real estate is a relationship business. It's important to keep in mind that there's always at least 4 people involved in any negotiation: the Buyer, the Seller, and 2 agents. I draw on my mediation training to help uncover each parties' motivation and also look for creative solutions to make a deal work for everyone involved. Because of this, I've developed a reputation among my colleagues as a "Closer", which is an asset when I'm presenting offers for clients who are purchasing real estate. That said, I don't hesitate to counsel my clients accordingly when it's time to walk away or hold their ground.

NOOZHAWK: Do you have your own personal Real Estate website for marketing homes and if so, does it come up in competitive Real Estate searches such as City, State, and Region?

KK: Yes. As a professional real estate advisor I have always maintained a real estate website for my business and an active presence on social media business channels such as LinkedIn, FaceBook and Instagram. I regularly market new listings, sold properties, market updates, and other relevant industry news on these channels and on my business website, KnightRealEstateGroup.com.

NOOZHAWK: How do you arrive at the listing price?

KK: I am a strong believer in "realistic pricing", which means doing the research and analysis necessary to find the "sweet spot" for every property. This includes not only analyzing comparable sales, but also understanding buyer demographics, market velocity, school district preferences, interest rate impacts, and a host of other factors that go into determining the "right" price for a property. I discuss these factors and my pricing recommendation with my clients, but ultimately the list price is always the Seller's choice.