



▶▶ cover story

# KELLY

## PEARSON

### LEADING WITH EXCELLENCE

Written by: **Dave Danielson** • Photos by: **URSPECIAL**

Those who start out on the journey of selling or buying their home are often intimidated by the process. During that time, your leadership and support make all of the difference.

That's an area where Kelly Pearson excels.

#### **Success Step-by-Step**

As a REALTOR® and team leader with Douglass Elliman, Kelly guides her clients each step of the way ... in the process, leading with excellence.

"I like taking a listing and helping the sellers get their house ready and securing the best deal for them. We take them step-by-step through what to expect along the way, so they aren't blindsided," Kelly says.

"Today's market is a totally different animal than anything we have seen. We want to make sure that we are totally transparent with our sellers and that we are helping them understand what to expect along the way."

#### **Getting Her Start**

Kelly earned her real estate license in 2010. Prior to that, she gained valuable

experience during her 17 years in the grocery business.

As she remembers, "I started out when I was 16 as a bagger and worked my way up through cashier, front-end manager, and then went into the bakery and deli departments with Albertson's for ten years."

Kelly and her husband, Rick, got married in 1997. Over the next several years, they moved to other areas, including North Carolina and Colorado, before eventually moving to Texas for Rick's job.

#### **Committing to a New Career**

Like many who end up in real estate, Kelly had thoughts about it long before actually entering the business.

"I had always wanted to get into real estate, but I didn't have the confidence," she remembers. "My husband encouraged me to go into real estate. So did the agents who helped us with our transaction for our own home. I got my license online and then joined Keller Williams, where I worked for 11 years."

#### **Learning and Growing**

During her time at Keller Williams, Kelly enjoyed a mix of individual and team work. In time, she decided to create a team of her own — Kelly Pearson Realty Group — with Lynda Roundtree in September 2019.

One of the biggest sources of fulfillment in Kelly's career today is her work with her team, including Director of Operations Shelly Vollmar; Contract-to-Close Coordinator Joseph Ortaliz; Buyer's Agent Lynda Roundtree; Buyer's Agent Cricket Sanchez; Client Concierge Jack Pearson; Marketing and Media Manager Madison Price; and Inbound Sales Caller Kaye Lopez.

#### **Signs of Success**

Together, Kelly and her team have achieved impressive results in a short time. In fact, in 2021, they recorded \$72 million in sales volume representing 74 units.

#### **Wonderful Life**

Away from work, Kelly treasures time with her family. She and Rick look forward to time spent with their two

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and Lynda  
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sons — 24-year-old Derrick and 20-year-old Jacob.

In their free time, they like to stay very active. They joined Stonebridge Ranch Country Club. Together, they like to play golf and competitive tennis. She also has a passion for cooking.

When it comes to giving back, Kelly donates \$100 from each transaction to Exponential Power of Women. Over the past two years, the team has donated nearly \$15,000 to the organization. In addition, Kelly likes to support local schools.

When you talk with Kelly, it's easy to see the qualities that make her a leader in the industry.

Those who work with her appreciate her driven, detail-oriented nature. As she says, the lessons she learned early on in life have served her very well throughout her career.

“I'm an only child, and I had to learn to fend for myself,” Kelly says. “I had cousins and friends around me, but I was also brought up to not be co-dependent on someone ... to take charge of your life.”

Clearly, Kelly has a strong passion for what she does each day to support her clients and help them reach their real estate dreams. In the process, she sets an impressive example for others to follow ... and she does it by leading with excellence.

