



In 2001, Kelly Parks worked as a waitress in rural Michigan, dedicated to serving and providing the best experience to her loyal customers. One of those customers just so happened to be a real estate agent who saw great potential in Kelly and encouraged her to make a career change. “I decided to try it out and ended up selling 17 houses in my first four months in business,” Kelly recalls.

As she held on to the concept of taking care of her customers just the way she did in waitressing, Kelly enjoyed tremendous success in a tough market for more than 11 years before she moved back to her hometown of Tampa Bay, Florida. Eager to get back to the warm weather and sunshine, she was equally excited to take on the challenge of completely rebuilding her business, and has successfully done just that.

Today, she manages the Kelly Parks Team at Keller Williams Realty, serving all of Pinellas, Hillsborough, and Pasco Counties. “I made it a point to learn the entire market and get to know the different areas. I’m really good at understanding my clients’ needs, and by becoming familiar with such a large area, I can easily find a place that will work well for them.”

It’s no surprise that for the last three years, Kelly has been recognized by REAL Trends as one of America’s Best Real Estate Agents, thanks to her ethics and integrity. “I hold myself and my team to the highest standards because we genuinely care about our clients’ well-being,” says Kelly. “I didn’t get into this business to only sell real estate at a certain price level. I did it to help as many people as I can, and everyone is equally important to me. Everyone gets the same level of personal service from me.”

Kelly is admittedly a stickler for details who is fully committed to being available to her clients whenever they need her, and would advise anyone else considering

real estate as a career to do the same. “You have to realize you’re dealing with a person’s biggest investment and they deserve your time and attention. It’s a full-time commitment, it’s not just looking at pretty houses,” Kelly says. “The important thing to remember is you are an advisor to your client, and you have to be an expert in market knowledge so they’re protected at all times.”

Giving back to her community is also a priority for Kelly, and in addition to supporting numerous causes, she also participates in giving to Homes for Heroes. “I’m the type of person who wants to help every cause I hear about, and I often will, but right now my focus is the Homes for Heroes program, which provides assistance to first responders, military personnel, teachers, and healthcare workers.” Last year, Kelly was recognized by Keller Williams for her philanthropy; out of more than 1,000 agents in nine local offices, she gave the most to the KW Cares Foundation.

As for the future, Kelly looks forward to maintaining steady growth within her team and her business, but never to the point where she loses touch with her clients. “I’m so passionate about what I do and I really love all the people I’ve met and worked with over the years. Clients have told me that I’m the busiest person they know, but when they’re working with me, they feel like they’re my only customer, and that’s how I always want it to be.”



Kelly Parks

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