



As the daughter of a commercial developer, Kelly Bastman grew up fascinated by the real estate industry. After completing her service with the U.S. Navy in 2000, she earned her real estate license in Virginia and set out to help fellow sailors as they disembarked from their journeys and pursued homeownership. All the while, she was balancing two young children and overcoming

her fair share of hurdles. But when finally given the opportunity to shine in her first office role, she quickly proved to be an asset and earned the Rookie of the Year Award in only nine short months. In 2005, she earned her license in California and went on to establish her own practice, Bastman Properties, which formally opened its doors in 2017. Applying the same tenacity that jump-started her career, Kelly has cultivated a sterling professional reputation built on excellent service, intrepid negotiating skills, and an abiding commitment to integrity.

Serving the Southern California region — from Los Angeles to San Diego and all the counties in between — Kelly specializes in both residential and commercial sales. What's more, Kelly and her office proudly cater to the area's vibrant LGBT community. With half of her business driven by repeat and referral clientele, Kelly's no-nonsense approach and fierce negotiating power have proven to be both effective and memorable. To alleviate the stress of a milestone transaction like buying or selling a home, Kelly maintains clear and steady communication with her clients throughout a transaction. "I keep clients very informed throughout the process," Kelly says. "If I can demystify something scary like purchasing a home and turn it into a positive experience, I can set families up for a lifetime of real estate investing and ownership. It's my goal to make every client feel like they're my only client."

When it comes to selling a property, Kelly takes a proactive approach to stay ahead of the industry curve. For instance, her office was among the first in the area to utilize drones to bolster the marketing of their listings. Likewise, Kelly's office is an approved government contractor, adding distinct value to their services. Altogether, Kelly's well-rounded experience in the industry affords her keen

insight when it comes to negotiating — a skill that puts her clients in the best possible position when it comes to hammering out a contract's details. She counts her strategic approach to closing a deal as one of the greatest values she offers to clients. "Real estate is not a cookie cutter business and all agents aren't created equal," she says. "To represent a seller, the focus has to be on efficiency and productivity. It has to be done in a strategic way and I pride myself on calculating the strategy behind it all."

While her ability to deliver is proven, Kelly never loses sight of the person or family at the heart of each home that's bought or sold. "My clients know that they can count on me and that I'll work on their behalf long after the transaction is over," she explains. "I don't treat or make my clients feel like they're just a number. I work extremely hard to do whatever needs to be done during the transaction — whether I'm working on a land deal, a giant commercial building, or a house of any size. And the relationship doesn't end just because the transaction closes."

Beyond the lasting relationships forged while working with clients, Kelly relishes the day-to-day changes inherent in the real estate world. "I love that every single day is different and the opportunity to learn and grow is never-ending. This job is a tremendous way to have time for and provide for a family and to do exciting work and not be stuck behind a desk."

To give back to her community, Kelly and her family are very active in supporting research efforts for Type 1 Diabetes, a condition her son suffers from. In their free hours, she and her family enjoy staying active — from paddle boarding and scuba diving, to skiing, riding motorcycles in the desert, and camping.

As for the future, Kelly has plans to mindfully grow her business, taking the time to add team members year-by-year as she builds a well-vetted roster. She also hopes to one day expand her business into additional areas. Today, Kelly continues on at her thriving enterprise, equipped with nearly two decades of experience and an enduring passion for her industry. Fueled by integrity and a genuine investment in her clients' successes, the road ahead is bound to be bright for Kelly Bastman and her team.



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