



Hallie Armstrong's first professional foray was as an account executive in the marketing and advertising sector. There, she was known as a budget buster with vision and talent. As a single mother, however, Hallie was on the hunt for a career that would allow her to become her own boss and tap into limitless earning and growth potential. That's when her role in real estate began. In 2010, she launched her career under the banner of Keller Williams, and has since crafted a reputation built on integrity,

negotiating savvy, and as the head of a dynamic team.

Today, Hallie and her team serve the Wichita metro area, particularly suburban communities, rural town centers, and even ranch and farmland. She works in conjunction with her daughter Kate Caselton. In the Wichita area, Hallie and Kate have cemented themselves as friendly professionals dedicated to communicative, straightforward service that doesn't skimp on results. "At Armstrong & Co., we don't promise gimmicky deals," Hallie explains. "We're very straightforward, honest, and transparent about our transactions and with our clients. We always keep clients informed of where we are in the process and what step is next," she continues. "We're known for telling people not what they want to hear, but honest feedback and advice. Sometimes where a client needs to be and where they want to be aren't the same thing, and it's our job to help them see and understand that. We choose who we work with. We will not list every home or take every buyer that comes our way."

With up to 75% of their business generated by repeat and referral clients, Hallie, Kate and the team have established a proven track record as go-to real estate professionals. The root of that success story traces back to Hallie's grit to succeed by doing whatever it takes. "We do much more than show up and put a sign in the yard. It's about the client's experience and real estate goals when marketing a listing."

Hallie and Kate stand apart for a creative approach that yields results. All listings are accompanied by uniquely captivating copywriting, with each home description written from the property's perspective. This offers a unique glimpse into a home's history, character, potential, and ownership — while adding an alluring creative flair.

When it comes to negotiations, Hallie and Kate have both earned the coveted designation of Real Estate Negotiation Expert (RENE), which has positioned them as a formidable top team in their market area. "We're always recognized for our energy and our consultative style," Hallie says. "The biggest honor we can receive is a referral by customers, family and friends. We strive to be the family's real estate agents of choice."

While professionalism and the delivery of results are foremost drivers of Hallie's success, she also counts the interpersonal connections with clients as a major inspirational factor in her daily work. "There's more to real estate than just marketing," Hallie explains. "Each client and transaction is unique in so many ways, and we're blessed to have very personable relationships with those we work with. I love what I do — I eat, sleep, and breathe real estate. I enjoy the uniqueness of each property, the people, and learning about so many different cultures. We value our customers' privacy and strive for calm, smooth transactions. We avoid drama and chaos like the plague."

Hallie was recently recognized by the Wichita Business Journal as a '40 under 40' nominee, selected based off of an evaluation of leadership, community involvement and contribution. When it comes to giving back professionally, Hallie contributes to agent training and previously served as a productivity coach at her market center. Meanwhile, her daughter Kate is really an extension of Hallie, and has been in the business alongside her since the age of 13. They are both QL (Quantum Leap) Instructors through Keller Williams, and Kate also trains and leads the team. Armstrong & Co. is a market disrupting team that is making the dream of homeownership a possibility to more and more people each year. "We are honored to serve our community," says Hallie.

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