



After a 15-year career in financial advising on Wall Street, Laura Walker knew she was ready for a change. Along the way, she had earned extensive experience in marketing and sales, but wanted the freedom to become her own boss and serve others directly. Since real estate had always intrigued her, she decided to follow her instincts and earned her license in 2010. Soon after, she joined the ranks of Keller Williams, learning the ropes and putting her skillset to good use. There, she earned the Rookie of the Year Award in her first year in business, enjoying years of success thereafter. Last year, Laura opened her own brokerage and office, Walker Realty Group, and has earned a superlative track record for professionalism, knowledge, and creative problem-solving.

Licensed in two states, Laura primarily serves the areas of Kent County and New Castle County in Delaware, and Chester County and Delaware County in Pennsylvania. As the broker and owner of her office, she leads a tight-knit, capable team that includes two additional agents. For her part, Laura has cultivated roughly 40% of her business from repeat and referral clientele to date — a testament to her staying power and execution. In considering her professional philosophy, Laura credits professionalism, creativity, and education as the foremost tenets of her success thus far. “To me, education is key,” she says. “It’s my job to be honest, transparent, and explain to clients everything they need to know to make an informed decision. Buying or selling a home is one of the biggest investments a client will make, and it’s my goal to help them feel as comfortable as possible throughout the process.”

Drawing upon her years in finance and marketing, Laura also has a talent for selling properties that have lingered on the market. She often works with clients whose homes are still waiting to be sold, but their contracts with other REALTORS® have expired. Using her creative eye and keen understanding of market dynamics, Laura is able to assess the property and come up with creative solutions that attract buyers — from desirable staging layouts to new strategic shifts. “Whether it’s about staging a property differently, getting quality photography done, or marketing from a slightly different angle — I’ve sold numerous houses that sat on the market for months and months,” Laura explains. “In most cases I’m able to sell them fairly quickly, just by taking a new approach with a fresh set of eyes. Using my marketing background, I present properties in a way that is appealing to buyers and they sell.” Additionally, Laura expands her marketing efforts to include a partnership with Comcast and their On-Demand streaming service, where buyers tune in to learn more about local listings. This type of in-home visibility is a tremendous value-add for clients, and Laura is among the few agents in the area to offer this exposure.

To give back to her professional and local community, Laura teaches first-time homebuyer seminars that connect aspiring homeowners to programs that ease the financial undertaking of purchasing a property. In her remaining free hours, Laura most enjoys spending time with her family, especially her two children. As a former personal trainer, she’s also an avid fitness enthusiast.

Looking to the future, Laura plans to continue growing her business, with hopes to gradually add more team members to her ranks in the next few years. For now, she’ll continue serving buyers and sellers looking to build their legacy and financial standing through real estate. Finally, considering what she most enjoys about her daily work, Laura reflects on the limitless possibilities of the industry and the joy of serving others as they start a new chapter. “I’ve always loved real estate,” she says. “Above all, I enjoy being able to help people and use my knowledge to get a home bought or sold.”

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