



Real estate agent Ashley Foss never had a doubt that she should pursue a career in real estate. “Growing up, I was always so interested in houses and watched all the HGTV shows,” she recalls. “But after college, I initially went into the medical field and wasn’t happy. Then I got into real estate and have been happy ever since.”

Although still a relatively new agent, Ashley already has an excellent grasp on what it takes to become someone her clients will turn to over and over again. “Right now, I tend to work more with buyers, which is a good way of getting my name out there and generating referrals,” she says.

Ashley also uses her knowledge of the area to her advantage. “I’m originally from Lake George, and grew up right here in the village,” she explains. “I mostly work in the Adirondacks — Lake George, Glen Falls, and Warren and Washington Counties.”

While some young agents feel self-conscious about their age, Ashley flips that perception and turns it into a positive. “I think my clients appreciate that I have a different outlook,” she says. “I’m a little more tech savvy and know a lot about social media. I have a lot of different ideas and can bring more to the table. Also

because I’m newer to the business, I can give clients even more of my time.”

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Ashley gives credit to her parents for instilling in her a strong work ethic and an understanding for the value of hard work. “I really value that, and value honesty,” she says. “I’m very up-front with all my clients. Even if there’s something they don’t want to hear, I think it’s important they know what they’re getting into and know what to expect throughout the process.”

Being open to input and advice is helping Ashley develop her signature style of doing business. “One of the best pieces of advice I’ve gotten so far is to put the same amount of time and effort into every transaction, no matter the size,” she says. “Everyone is important. This business is about meeting people’s expectations and making them happy. I have also been told that I should put into this business what I want to get out of it. It takes a lot of hard work to be successful,” she adds.

Ashley also has some advice of her own to offer. “What’s great about this business is that there are no limits,” she says. “Also, it’s so much more than just showing houses. You work with people and become their friends. If you work really hard this can be a great career.”

As a native of the area, Ashley is also committed to supporting the community. She has a long-standing tradition of adopting local families in need for the Christmas season. And there’s every reason to believe her community involvement will increase as her business grows.

With her energy and enthusiasm, there’s no limit to what Ashley sees for her future in real estate. “I have certain moves I want to make every year, eventually leading up to getting my broker’s license,” she says. “I want to keep helping more people, because when I see their faces at closing when they get the keys and we’re finally done and they’re so happy, it’s just so awesome!”

Ashley Foss

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