

featuredagent

magazine

Pashuan A. Reed





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Pashuan Reed has always had the desire to help people, and this passion has been the underlying theme in her work. After a 21-year tenure in finance and management, which utilized her MBA concentration, Pashuan set her sights on a career in real estate. Her long-time friend and agent encouraged her to explore the field and she made the transition complete, blending her talents. “I’ve always been inspired by helping people achieve their dreams and goals. Real estate allows me to marry my desire to help others with my belief in creating a legacy of wealth for families,” she explains. “The biggest building block of that equation is homeownership.”

This desire led Pashuan to establish Pashuan4Homes Realty Group, under the banner of Keller Williams. She currently serves clients across the state of North Carolina, with a focus on the areas spanning from Forsyth County to Eastern North Carolina and in-between.

With 80% of her business driven by repeat and referral

clientele, Pashuan counts her educational, service-oriented approach as a hallmark of her business platform and focuses on trust, communication and unparalleled customer service. Likewise, she is a versatile agent with experience in residential and commercial properties, land development, rentals, and investor clientele.

Feedback from past clients showcases Pashuan’s knowledge of the region, consistent communication, and genuine heart of service. “We’re really big on education and making sure clients are aware of and understand the process. That’s key,” she explains. “I want my clients’ homebuying and selling experience to be memorable and positive, and our results speak for themselves. Our average sales time is less than five days, and our list to sales price is over 100%. We’re really focused on putting clients first and going the extra mile.”

Relationships are central to Pashuan’s work, and she parlays her financial wisdom and management



experience to cultivate a buying and selling process that's low-stress, informative, and transparent. "We treat people with the same level of respect and care we'd expect. That's how we stay focused on building long-lasting relationships," she says. "When clients work with me, they not only get a great agent, but they also get a friend that they can look to and call on as a resource, even when the process is complete." In fact, Pashuan hosts regular master classes in homebuying and wealth-building, providing clients with tools to stage their purchase or sale, and plan for future real estate investments. "As a North Carolina real estate instructor, I am not only able to educate my clients, but also pay it forward by educating others in the field of real estate," Pashuan explains. Through Keller Williams' affiliation, she's also able to assist clients relocating throughout the United States.

When it comes to listing properties, Pashuan leverages Keller Williams' global platform to reach a wide audience in short order. She outlines a 14-step

marketing plan that blends social media exposure with broad visibility across the leading online listing platforms. She also makes use of mobile apps to mine new inventory, and stages open houses that draw local buzz. "We really utilize the cutting-edge technology that Keller Williams offers, and I'm able to pass along those tools to clients," she says.

Pashuan considers her clients to be lifelong family and shows her appreciation with client events throughout





the year. Beyond the office, she gives back to her community through her work at her local church, participating in Red Day with Keller Williams annually, as well as taking part in food and blood drives. In her free hours, she most enjoys time spent with her daughter, as well as traveling, cooking and reading a good book.

As for the future, Pashuan the Managing Broker, intends to continue growing her business by helping families transform their lives through real estate, and teaching more classes about homebuying, investing and financial education. Already in the top percentage of agents in Keller Williams Cary, her goal is to expand into other areas and become one of the leading real estate firms in the state.

Now, with a stellar record under her belt, Pashuan A. Reed considers what she enjoys most about her chosen field. "I really enjoy the people I meet," she says. "There's so much excitement at a closing, especially when clients are able to overcome the fear of the process and enjoy the milestone. I also love that real estate allows me to expand my passion to share wealth-building. I want to educate people on the opportunities out there, so they can build a base of wealth to pass on to the generations to come."



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