

featured agent

magazine

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When faced with adversity, most people crumble or falter, at the very least. But Monica Kelley of Coldwell Banker Elite, Realtors isn't most people. In the darkest of times, she made decisions that certainly did not make life easier for her in the moment, but ones that would be the best for her in the long run.

Monica dreamed of pursuing a career in real estate from the moment she and her then-husband purchased their first home more than 20 years ago. However, any time she actually considered leaving her long-time job with the state of Texas, the thought of not having a steady paycheck kept her right where she was.

Fast forward to early 2020, when Monica found herself overwhelmed with all that was happening in her life. Her oldest son left for college and her father suddenly passed away, all while she was training for a new position with the state and running her boutique. At that same time, her youngest son tested negative for COVID, and as a precaution, Monica tested too, and received a positive result. It was then, when everything came to a

standstill, that she decided to finally leave her job. "I just decided to submit my resignation right then and there and never go back," says Monica.

After a year of studying real estate and obtaining her license, she made the announcement to family and friends that she was officially a real estate agent. "I immediately got a listing, put the house on the market, and sold it within 24 hours. I had 20 transactions in my first few months, and I haven't stopped since," Monica explains. "I went through a divorce, I was broke and had no furniture in my new apartment, but by the end of the third quarter of 2021, I was the number one agent in my office. I could not believe it!"

As a dual state agent in Texas and Arkansas, Monica serves clients in Texarkana and surrounding areas such as New Boston, Pine Bluff, Nash, and more. Never one to limit herself, Monica enjoys hosting first-time homebuyer seminars. These seminars help bring in new leads, but more importantly, they help educate potential buyers on what it really takes to get into a home. "I bring in the





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banks, the title companies and even home inspectors, and we walk people through the whole process of buying a home,” she says.

Once you partner with Monica on buying or selling your home, you’re not just a client, but a friend for life. “I like to have a strong relationship with every client before, during, and even after the transaction is done. I enjoy getting to know these families and learning what their goals and dreams are, and just being the person they can come to for anything,” stated Monica. “I’m the agent who gets invited to past clients’ cookouts and birthday parties, and it’s because of the relationships I create with them.” And with her solid social media presence, it’s easy to see how Monica connects with

people on such a personal level. “Many of these people already know me and trust me, so they’re more likely to work with me and refer me to others.”

In addition to those strong connections, Monica’s drive and ambition are what keep her motivated to work hard and succeed. “Don’t tell me I can’t do something because I’ll show you I can!” Indeed, she can. Monica was awarded 2020 Rookie of the Year, achieved Silver Status with the Arkansas Real Estate Commission in the first six months of being in the business, and is frequently awarded Listing or Selling Agent of the Month in her office. At the time of this publication, she is on track to complete 60 transactions with at least \$12 million in production.



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Monica is also active in her community as the Community Vice President of the Junior League of Texarkana, and previously served on the Board of Directors for Grid Iron Youth Sports. In her spare time, she enjoys traveling and food. “Give me ALL the steak and potatoes and junk — I want it all,” Monica said with a laugh. She is currently looking forward to celebrating her 40th birthday with a big trip to London and Paris, where she’ll likely find plenty of new favorite foods to add to her list.

As for the future, Monica has big plans to expand and offer opportunities to others. “Someday I’ll have my own real estate company, but I also want to grow — not only as a real estate agent — but as a woman, a mom, a sister, a friend, a citizen, and a human being,” she said. The sky is the limit and Monica remains open to whatever the future holds for her. “I’m a firm believer in listening to that calm, still voice of God, and when he tells you to go, you need to go! This is my story, this is what motivates me to get up and go... and this is a great place to be.”

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