



Hard-won experience, a focus on relationships, and a strong desire to give back to the community are essential to the lasting success of any real estate agent. Aurora, Colorado agent Alexandria McCutcheon of Keller Williams has embodied these traits during her nearly two-decade-long career in the industry. Describing herself as “one of the lucky ones,” Alexandria gained up-close-and-personal realty experience first as a receptionist at a fast-growing mom-and-pop firm, then as an admin at RE/MAX. These positions taught her how to work well with teams both large and small.

Even after putting in a full day’s work at the office, Alexandria was able to devote extra time and effort after-hours and on weekends to helping others as a buyer’s agent. Dedicating herself to learning her trade, Alexandria took the real estate exam in 2011 and received her license two years later, wasting little time in becoming the kind of agent who puts clients first.

Alexandria attributed her achievement at the start of her career to her willingness to help clients regardless of their desired price point or home buying experience. By focusing more on fostering personal, long-lasting relationships than on dollar signs, Alexandria made connections with clients regardless of their price range. “Those clients have become my best clients because they continue to come back for repeat business.”

The importance of family is a core value of Alexandria’s group, The Creer Team, which she started after becoming a top agent at Keller Williams. “We put our clients’ families first, and we always let them know that although the transaction may get stressful, we will guide them through the process.” Alexandria prioritizes the comfort of her clients every step of the way, letting them know that they can trust in her during the stressful

moments that occur during any home search. This confidence between agent and client is so key to Alexandria’s ethic that it is at the center of her team’s title. “My team name actually means ‘believe’ in Spanish.”

For Alexandria, this focus on building lasting, trust-based relationships is far more than a buzzword; she estimates that 90% of her business comes from repeat clients and referrals, many of whom describe her as an agent who genuinely listens to their needs. She describes forming friendships as her favorite part about working in real estate. Alexandria particularly enjoys getting to know clients who are just at the start of their home search journey, which gives her the chance to go the extra mile and educate them on building value through home ownership.

Wanting to create a personable culture of service in both her work and non-work life, Alexandria supports first responders, volunteers at schools, and sponsors local baseball teams. This dedication to helping others was publicly recognized in 2018, when she was chosen by Mo Anderson, one of Keller Williams’ owners, to receive the Cultural Ambassador Award. This prestigious accolade honored both Alexandria’s community outreach programs and her enthusiasm for mentoring new real estate agents.

The Creer Team consists of two additional agents, with the desire to grow by adding a third agent. “Eventually, I would love to focus on mentoring new agents while my team operates,” Alexandria says, “And still be able to be very hands-on with the team. I like to give back by mentoring people as I’ve been mentored before.”

When she has downtime, Alexandria loves learning about history (including Colorado ghost history) and spending time with her family, which consist of her two children plus numerous nieces and nephews. Regarding her kids, Alexandria says, “I’m trying to soak up all these last minutes with them before they go off to college.” As always for Alexandria, relationships come first.

*Alexandria McCutcheon*

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