



After working in a variety of industries, Kerry Dickson of Keller Williams Realty, is happy to say she's found her true calling and passion in real estate. Over the years, many friends and colleagues encouraged her to get into sales, although it was never something she seriously considered. However, her outlook changed four years ago when she met the woman who is now her wife, as she found herself wanting more stability. "I wanted to do something

not just for me, but for us," she explained. "I wanted a way to provide, so I took a leap of faith into real estate and hit the ground running." Just two months after earning her license, she sold her first couple of properties, proving she made the right decision.

Currently, Kerry serves clients throughout the state of New Jersey, and while she's still relatively new to the industry, she's set up a solid foundation on which to build her business upon. Honesty, integrity, and her strong desire to take care of her clients are traits that are leading her on the path to success.

While other agents might consider being new to the business to be a downfall, Kerry uses it to her advantage in finding ways to expand her reach. "I am 100% passionate about real estate and so hungry to grow. I will go anywhere my clients need me," Kerry stated. "Right now, I'm focused on networking and making connections rather than getting commission. In fact, I recently had a deal for \$90,000 that most seasoned agents probably wouldn't have taken a second look at. But that one client led to four other deals for me. This is why I don't like to turn anyone away."

Although she doesn't focus on one specific segment of the market, Kerry really loves working with first-time homebuyers. Perhaps it's because she sees a little of herself in each new buyer and enjoys the educational aspect of it. "I didn't know what I was doing when I bought my first home, so I love that I can explain to my clients how

the whole process works, guiding them in the right direction, and getting them into the home that's right for them." Kerry also enjoys giving each of her clients personal attention and making them feel as though they're the only one she's working with, all while making sure their entire transaction runs as smoothly as possible.

With honesty and security at the forefront of how she conducts herself and her business, Kerry's clients can be sure their personal information is protected when working with her. "I'm never going to talk to other people about my clients' personal or financial information. That's a big guiding principle for me," she said. As for honesty, she added, "I always try to be as transparent as possible with my clients. This is never about the money, it's about what is right for them. If I get a sense that a home isn't right for someone, I'm going to be upfront about it."

Outside the office, Kerry and her wife keep busy with projects around the new home they recently purchased together. She enjoys spending quality time with her family and getting to know fellow members at the church they recently joined. Kerry also has plans to begin volunteer work in her community through the KW Cares program at Keller Williams.

In her time at Keller Williams, Kerry has achieved the Bronze Level in the Circle of Excellence, which she is extremely proud of, but it's also resulted in wanting to push herself further. She's got big plans for the future and is confident she will achieve them. "My goal for the short term is to hire an admin, and eventually I'm going to create an all-female team of buying and selling agents," she shared.

Kerry's enthusiastic nature and optimism really comes through when she talks about what she considers to be the most rewarding aspect of real estate. "I love working with everyone behind the scenes to make it all come together and make everyone happy," she said. "I'm just really passionate about all of it. It makes me wonder why I didn't start this a long time ago!"

Kerry DICKSON

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