

featuredagent

magazine

Alexa
Elliot



Alexa Elliot

When she purchased her first house at just 21 years old, Alexa Elliot quickly realized she wanted other first-time buyers to have the same positive experience she was fortunate enough to have. At the time, Alexa worked for the Los Angeles County Sheriff's Department, but she moved to Denver, Colorado once she decided to take the plunge into the real estate industry.

"I knew I wanted to help other people experience that same thrill and financial freedom that comes along with owning your own home," says Alexa. And by the age of 24, she'd saved up enough money for the necessary

training to become a licensed agent and to get through the first couple of years it would take to build up her business — Colorado Home Front, based in Castle Rock, a bedroom community just south of Denver.

In the more than two decades since starting her business, Alexa has grown the company to \$55 million in annual sales, earning numerous awards along the way. Alexa's humble beginnings were on a reservation in Wyoming, and later with her adopted family in Los Angeles, by instilling the entrepreneurial spirit she's leveraged into her career in real estate. "My adopted parents didn't have

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a lot of money, so if I wanted anything, I had to work to pay for it. One thing I learned was that if you want to be successful in life, you have to become an entrepreneur. Working for someone limits you in most cases, but I wanted to spread my wings and fly," explained Alexa. She added, "I've worked since I was about 11 years old!"

The road to becoming the successful business owner she is today wasn't easy and took a lot of grit and determination. Alexa admits to attending almost every "be your own boss" course she could afford to take along the way. To say those courses paid off is an understatement. Among the long list of accomplishments, Alexa is proud to have helped over 1,500 families find their dream homes and has achieved more than \$1 billion in sales since she began.

Alexa credits her business model of treating buyers and



Colorado Home Front

sellers as investors first, viewing real estate as one of their largest assets. Her goal for each client goes far beyond just selling a house, but focuses on helping them build wealth. “We help clients with estate planning, asset protection programs and wealth building. We show every client — even first-time homebuyers — how to build wealth and save thousands in interest with accelerated mortgage payoffs,” explains Alexa.

In an ever-evolving market, Alexa had the foresight to recognize the need to stand out among the national, big name real estate agencies. “I see an industry-wide consolidation among large nationwide firms as our company’s greatest hurdle, so I have developed a new agent-owned advertising co-op and training program called ‘Unstoppable Real Estate Machine,’ to better compete with the larger online firms,” Alexa says. She explained the new concept is a way for all the agents in her office to work together to get leads, giving them more leverage in the industry and giving everyone a chance for ownership. She added, “The goal is to pool budgets to make larger marketing grabs, which is especially crucial in such a hot housing market as the Denver metro area and nationwide.”

Additionally, Alexa has implemented modern options for the new buyer such as using block chain technology to increase transaction security. The team also prides itself as a digital real estate firm as clients can list a home online with several options to save money on the listing fee. “We will even drop off the sign and lock box for a no-contact transaction and have a VIP mobile office van onsite so we can handle transactions outside your home,” says Alexa. “With technology we can almost buy and sell a home completely online.”

As a result of her hard work, passion and dedication to the real estate industry, Alexa has been awarded the 5 Carat Diamond Winner by South Metro Chamber four years in a row since 2019. She was named the #1 Individual Buyer’s Agent in Colorado, is one of only ten

agents featured on American Dream TV, and was recognized as one of the “Women Who Rock” by Women’s Business Enterprise Council, and that’s just scratching the surface.

As a proud Native American, Alexa strives to be an inspiration to other Natives in their own journey to finding a career. “I hope my story can be a model to other Native entrepreneurs — many of whom don’t receive the same acknowledgement as members of other minority groups,” said Alexa. “I think one of the biggest problems we face is that we don’t have a lot of people to look up





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to in the business world. In most cases, you can name famous people in nearly every culture but ours.” In trying to change this narrative, Alexa simply hopes for the same representation that other cultural groups receive. “We don’t want anything given to us, just the same

news, press and partnerships with businesses that others enjoy. Hopefully someday when someone is asked to name a successful Native American business woman, they mention my name so future generations will have someone to look up to.”

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