



Working in real estate wasn't part of Adina Keller's plan. In fact, she had always wanted to be a nurse. When a family emergency changed that, Adina decided to stay the course as a healthcare manager. In 2015, fate stepped in again when her department was closed. "As it turned out, it was one of the best things that ever happened to me," Adina recalls. "I was no longer feeling fulfilled with what I was doing and needed a change."

Around that time, while attending a party for parents of her child's kindergarten class, Adina escaped the crowd by heading to the kitchen. Lance King had the same idea. As they talked, Adina mentioned that she'd recently been laid off. Lance asked whether she'd considered real estate. Adina was intrigued. "We set up a meeting for the following week, and I loved what I heard." King Realty Group aligned well with Adina's family-first values, and she appreciated Lance's one-on-one mentorship.

By March 2017, Adina was on her way to a standout career in real estate. "For me it's about transparency and honesty," Adina says of her career. "I think to myself, if I were looking to buy or sell, beyond being good at real estate, I would want my agent to be honest."

Adina always puts her clients' needs first and is willing to talk them out of a purchase if she doesn't think it's a good fit. She also makes a point to review all available documents before writing offers. "You'd be surprised the number of times I've found something in the disclosures that they didn't know about," she explains. "My job is to protect my clients' interests. It's not just about the aesthetics of the place, but the underlying issues as well."

She asks clients to show her the courtesy of being just

as honest. "I always tell buyers or sellers, 'Please let me know if you'd like me to do anything differently.' In the end our primary objective is that people are thrilled with our efforts."

That humility and willingness to adapt makes Adina's relationship with each client even stronger — and these relationships are very important to Adina. She particularly enjoys working with seniors, as she was raised by her grandparents and spent a lot of time with them and their friends. "I really enjoy working with the older crowd," she says. "They always have something to teach you."

Her advice to anyone considering a career in real estate is to know whether or not you can be comfortable with a career that puts you in front of others. "Making that initial contact with folks can be daunting," she explains. Even after years in the industry, as an introvert, Adina still struggles with approaching others. It's a career that takes constant work and sacrifice, but still, she can see the beauty in it.

Helping others is not just her job but her passion. Adina is certified as a coach for A Matter of Balance, a Meals on Wheels program that helps seniors improve mobility and balance. She is considering becoming a substitute teacher with her local school district as well as volunteering as an adult reading tutor. She is also pursuing her real estate broker's license and hopes to someday lead her own brokerage.

In her rare free moments, Adina enjoys traveling and reading hard copy novels. "I like my Kindle, but there's nothing like the smell and weight of an actual book." She also loves exploring nature with her family, taking long walks on the beautiful trails of Contra Costa County, and exploring pick-your-own orchards, among many other unique East Bay experiences. "I was born and raised in San Francisco and swore I'd never leave. But now that I'm on the other side of the bridge I'm loving every minute of it."

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