



Ellen Jones has always felt passionately about houses and local architecture. “I’ve owned a dozen homes, and been through many remodels,” she shares. And reflecting on the many times she had to relocate throughout her long career as a retail executive, she exclaims, “I was usually more excited about the new house than the new job.”

After her daughter graduated from college, Ellen decided it was time to make a dramatic career switch to pursue her interest in real estate and acquired her license. She immediately began to rise in the ranks in the typical big box Brokerage but found the culture of “deals first clients later” off-putting.

She met Broker Lance King as the Buyer Agent on one of KRG’s listings. She walked away from that transaction thinking, “This is how Real Estate should be done.”

Ellen was seeking a mentor relationship and found it in spades through Lance’s compassionate and intelligent leadership. She knew immediately that the King Realty Group’s way of doing things was not only special, but also perfectly suited to her. “Lance is like no other broker,” she says. “Absolutely no one does business the way he does.”

Valuing honesty and fairness very highly, Ellen found both of these virtues chimed with King Realty Group’s business philosophy. She takes a facts first approach, always communicating directly and never sugarcoating anything. This kind of staunch integrity has landed Ellen her own unique place in the King Realty Group family, and she has grown remarkably fast as an agent there. “I’m having my best year ever — probably by double — and I attribute that 100% to Lance’s mentorship, and the fact that when other agents see an offer from us we usually go right to the front of the line.”

Though Ellen has lived all across the country, she is a San Franciscan at heart, and is dedicated to the city in

both her work and her personal life. Her favorite part of the city is the Northern neighborhoods, but she serves all around the metro area, and has an intimate knowledge of the city at large.

Ellen loves history and spends a great deal of time reading about local history and architecture, both for her own enrichment as well as to supplement her acumen as a REALTOR.® Knowing the social and historical context of San Francisco’s development has provided her a deep familiarity with the city, something she cherishes and puts into practice by experiencing it firsthand as often as she can. She is a member of the Russian Hill Neighborhood Association and the Land Use Committee, organizations that focus on the vitality of the local community. A Democrat to the core, she also works with an organization by the name of Field Team 6 which aims to register Democrats to vote. They are currently developing a platform called the Blue Voter Guide, devoted to educating voters on their local candidates for office, an effort greatly aided by Ellen’s knowledge of the city and its dynamics. Ellen recently joined Next Village SF as a volunteer and fundraiser. Next Village is a neighborhood nonprofit providing services and support that empower members to live independently in their own homes as they age.

Education is the name of the game for her, and she now feels it essential to continue her own learning in the nitty gritty details of the industry to improve her own practice and continue to grow her business. Great change is on the horizon for Ellen, but as she says, “I think fearlessness in the face of change is probably my best asset.”

She truly is a fearless agent, and will go as far as necessary in order to find the perfect home for a client, no matter how arduous the search. This is how Ellen makes great strides as an agent and builds long lasting, trusting relationships with clients and colleagues alike. By next year, she plans to have acquired her broker’s license, and from there the sky is the limit. “I wake up everyday really excited to get up and get to work!”

*Ellen Jones*

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