

TOP AGENT MAGAZINE



Kim Hagan

As a Keller Williams REALTOR® based in Branson, Missouri, Kim Hagan knows a lot about people. Known for its music venues and lakes, the tourist town of Branson welcomes over 8 million visitors per year with its year-round entertainment and recreation. Kim seamlessly combines her firsthand knowledge of the area as a native with a wide range of sound business practices, rendering her a key REALTOR® for those who decide to call Branson home.

When she obtained her license in 2006 and began working as an office manager, Kim already knew that real estate was more than a mere job. “My father was in real estate, so I grew up around it. My husband and I have always had a passion for it as well. Before obtaining my license, however, I was only involved with it as a side project.”

She quickly found that, through Keller Williams and with her background in sales, she had the perfect tools to grow a passion into a thriving business. “Keller Williams offered a lot of training and education which helped me tremendously in growing my sphere of clients and contacts.”

Kim services the Branson/Tri-Lakes Area, a popular tourist destination, and realizes that what helps to set her apart from her peers is both hard work and dedication. “Customer service is key,” she admits. “It’s all about taking care of the customer.” In fact, customer service is what clients remember most about her. Clients appreciate the communication she provides as a vital component to each and every project.

Since beginning as a buyer’s agent, Kim has worked in all aspects of the market, and within various price ranges. Her ventures include first-time home buyers, retirement and second homes, as well as investors. “We have a very diverse marketplace here, and real estate in this area is uniquely influenced by tourism. Many of those visiting come to realize that they’d like to settle down here.”

As a leisure destination, the area also sees a significant amount of baby boomers who have sold property

elsewhere to call the Branson/Tri-Lakes Area home. “Our taxes and cost of living are relatively low here. People sell because they want to simplify their lives. We’re a tourist town with plenty of activities, so it makes for a great market and a great place to settle.”

Regardless of the client or market segment, Kim is emphatic about meeting clients’ needs. “In any type of business, if you don’t have passion, you’ll find that you don’t have the energy. I think you should always strive to do what you love and love what you do.” Simply put, Kim loves helping others. “A home is the largest purchase most people typically make in their lives. It’s a great feeling to see people happy and to know that I’ve helped them accomplish their goals.”

About 80% of her business stems from referrals, a strong testament to her focus on clients’ goals and fostering relationships. Being involved with people in such a positive way, Kim often finds that she remains friends with her clients long after the transactions are finished.

Her involvement extends to charitable events as well, such as Red Day, sponsored by Keller Williams. She’s also on the Agent Leadership Council for Keller Williams, and is involved with the Silver Dollar City Foundation. The foundation, named after a local amusement park, assists people with financial planning programs, helping them to get out of the system and, for some, to even become first-time home buyers.



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