

TOP AGENT MAGAZINE



KEITHAN JONES

Keithan Jones has always had a passion for houses. He started his career in bathroom remodeling, completely gutting and remodeling bathrooms in Montgomery, Birmingham, and Selma. Many of his clients were aging or disabled and Keithan remodeled their bathrooms to make them accessible, allowing his clients to stay in homes they loved. “The looks

on their faces when they first saw the work we’d done was amazing,” he said. “It made me realize I wanted to help people with their homes for the rest of my life.” He decided he could be of maximum service by helping people buy and sell their homes. After receiving his real estate license, he dove into his new career, finding immediate success by completing 23 transactions within his first eight months.

He currently works with Keller Williams Realty serving the Montgomery Tri-County area. Much of his business comes to him via referrals from friends, family and past clients. Keithan’s clients appreciate that he’s honest, fair and gets results. “I realize that each transaction is a collaboration,” he says. “I make sure I communicate well with the client so that the transaction goes smoothly.” He’s incredibly responsive to his clients, writing back to client emails immediately and picking up his phone whenever they call. “My clients love my quick response time,” Keithan says.

Keithan’s caring nature makes it easy for him to stay in touch with past clients. He reaches out via social media, sends cards and small gifts or just picks up the phone to ask how they are doing. “I don’t want to just be their realtor for one transaction. I want to be their realtor for life,” he says.

To prepare a house for listing, Keithan starts by educating his clients and helping them to prepare their house so it’s ready to go on the market and will appeal to buyers. He makes recommendations about minor fixes that may be needed, and his previous career gives him the expertise to quickly and accurately estimate costs and offer his clients money-saving guidance on vendors and materials. He also provides tips on decluttering and staging. “I help with small details that the buyer would pay attention to,” he says. “I take the time to get the home ready.” The result is a successful open house followed by a quick sale at a great price. After having Keithan as their agent, his clients rave about his quick response times and his promptness at finding answers to any questions they might have.

What does Keithan like most about his new career? “The looks on my clients faces when we win!” he says. “It reminds me of when my clients first saw a bathroom remodel I’d done, but it’s on a larger scale.” When his clients are able to close on a home for the first time, or sell a property, their happiness and effusiveness is contagious!

Keithan volunteers with Keller Williams’ Red Day—the company-wide day of service. “It means the world to me to change people’s lives,” he says. In his free time he loves fishing and traveling to the beach at Destin, Florida or Dauphin Island, Alabama. “I’m from Virginia Beach,” he says. “I’m a beach boy. I love sun, water, and sand.” For the future, he’d love to combine his construction knowledge and real estate expertise to begin representing investors and investing in residential properties himself. “Fixing up and selling houses is a great way to revitalize communities,” he says. With his background in remodeling and real estate and his energy and enthusiasm, he’s sure to succeed!



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