

TOP AGENT

MAGAZINE



Kelly Hagglund

When Principal Broker Kelly Hagglund of The Kelly Group at Keller Williams Realty Portland Premiere tells you her favorite thing about real estate is the people, she truly means it. More than anything, Kelly is driven to help anyone and everyone she can, especially those in her community. Serving Portland and Yamhill County, her team is filled with people like her. Throughout the year, they throw various events for the community and are constantly supporting multiple causes.

“Every year we have what we call ‘Kelly Land’ at Christmas, where we invite the community to fill up stockings and bags with toys,” Kelly explains. “This year the theme was the movie Frozen, and we had all the characters from it as well as trolleys, snow, and food. It took almost three weeks to decorate and months of planning!”

This event is magical and a community favorite, with 3,000 people in attendance last year. But this isn’t the only thing she and her office dedicate themselves to. Kelly is a supporter of many local non-profits, and has recently started two causes. One is called Widows Might, aiming to provide support to widows through monthly gatherings. The other is called The Extraordinary Advantage (TEA), which strives to alter the trajectory of young people who want to make their lives extraordinary and those who are struggling with modern day traps that can lead to devastation. Kelly meets with both young people with promise and those who are struggling. She has seen amazing results.

“We use this system based on the 411, which the founder, Gary Keller of Keller Williams came up with, that narrows down your goals from yearly, to weekly, to daily,” she says. “We have tea/coffee at a coffee shop with them once a week, and over a year’s time they have completely changed the trajectory of their lives.”

The program is expected to fully launch this year. And while it doesn’t seem possible that Kelly can accomplish more, she has. Last year, she and her team did \$72 million in sales and 211 transactions. Her

business sense and altruistic spirit seem to fuel each other. An integral part of her real estate success is her involvement and reputation with the community. Trust has already been established with her neighbors, and they get the sense that she is truly there to help them.

“My team has an overwhelming desire to put our clients first. We do whatever is best for them. It is seriously not about the money. Anyone can see through someone who is just doing it for the dollar, we’re really just here to help people,” she says.

Her clients feel that she not only cares about the community, but also about them. When she and her team close on a deal with someone, that person can expect presents and cards for 18 months afterwards. “We put a lot of thought into taking care of our clients. Starting the first month after close, we shower them with love,” she says. This may be why, last year, 74% of their business was repeat customers and referrals. They call this “Club Kelly.”

Having been voted Business Person of the Year, Citizen of the Year, and given the Heart of Gold Award by the Providence Health System, it is clear that Kelly is loved by all in her community. Though she admits that real estate is difficult, she would never want to be doing anything else. “Real estate is a lot of work, but it’s a very rewarding thing. And I would never, ever change it.”



For more information about Kelly Hagglund of Keller Williams Realty, call 971-219-4977 or email listings@thekellygroup.net