

# TOP AGENT MAGAZINE

## SARAH OTTEN KEILY

Sarah Otten Keily began her professional career in customer service for a bicycle company in Waterloo, WI. but realized that she wanted something more. “Through my time at the bike company, I discovered I’m definitely a ‘people person’ and truly enjoy helping others succeed in their goals,” she says. Real estate ticked all of her boxes. “Before I made the switch full time into real estate, I would take my lunch breaks at the local library and study for my exam,” she says. That was two years ago, and she’s never looked back.

Currently, Sarah works as a solo agent for Shorewest Realtors, serving Lake County, WI and its environs. “Though I work alone, I receive tons of support from my office and my colleagues,” she notes. “I’m grateful for my family that lives in the surrounding area. I wouldn’t be where I am today without their love and support.” Being newer to the industry, Sarah reports that a majority of her business is referrals and sphere of influence. “My greatest pleasure is guiding others through the home selling/buying process to make their home here,” she exclaims. “As a hometown girl, nobody knows Lake Country better than me!”

It’s no surprise that Sarah receives stellar reviews for her esteemed work ethic. One client recently wrote: “From the early stages of browsing to stressful online auction situations all the way through our ultimately accepted offer, Sarah has been an absolute joy to work with. She was extremely thorough throughout the entire process, always making sure we know what steps were next. She worked fast over a weekend when she could have waited until Monday on our offer, because she was just as excited as we were to get our house! She was extremely patient and kind at being the go-between for us and the seller, with several questions being relayed back and forth for weeks. Thanks to Sarah, every aspect of our home buying process was smooth, and I dare say, fun. If you want someone to efficiently and calmly walk you through the home buying process, who has solid listing suggestions and strategies, great connections with inspectors and lenders, all with a go-getter attitude that will



close your deal with no issues, you want Sarah on your team.”

“I am so honored to be a part of such a significant event in my clients’ lives,” Sarah notes. “I do everything I can to ensure that all their needs are met as well as smooth out all the bumps along the way.”

To stay in touch and in front of her clients, Sarah goes online. “Social media is the name of my game,” she exclaims. “This has been such a great way for me to reach out, say ‘Hi,’ and to see what they’re doing. I’m mostly on Facebook and Instagram.” She also connects via phone calls, texts, and emails. “During the holidays, I send everyone the same card, one which depicts me with my family,” she says. “It always feels very personal and special.”

When marketing listings, Sarah is very involved with prepping each home for photography. “On photography day, I show up in workout clothes ready to help the family to clean up and declutter,” she says. “The home has to look perfect for professional photography and videography. Sarah says she’s grateful that the Shorewest brand is so recognizable in the community. “Someone sees our sign in the yard, they immediately know who we are and that they can trust us,” she says.

For her community service, Sarah is involved with Oconomowoc Area Foundation Emerging Leaders and serves as a publicity chair for the Oconomowoc Festival of the Arts each summer, established by her grandmother many years ago. She is also a member of the Young Professionals through the local Chamber of Commerce. “I grew up sailing on Lac La Belle in Oconomowoc and love the lake life this community has to offer,” she says. “In fact, I still crew for my brother whenever possible.”

Recently married, Sarah is looking forward to both a rewarding personal and professional life. “I hope to continue along this path, always being available for my clients to attain their real estate goals,” she says.

To learn more about Sarah Otten Keily, email [skeily@shorewest.com](mailto:skeily@shorewest.com), visit [sarahotten.shorewest.com](http://sarahotten.shorewest.com) or call (612) 961-7073