

# TOP AGENT MAGAZINE

## BAILEY LYONS



### TESTIMONIAL

*"Bailey is by far the best real estate agent we've ever worked with, and we've purchased A LOT of properties over the years. She's hardworking, knows her stuff and is always one step ahead. She treated our transaction as if it were her own, and we appreciated her honesty. I would DEFINITELY recommend her to anyone who is looking for an agent! She is awesome!" —Melinda S., realtor.com*

Bailey Lyons began her real estate career in 2018, coming from a background in accounting and finance. She holds undergraduate degrees in those two fields, as well as an MBA. "My husband and I owned some rental properties and we were getting into flipping homes also," Bailey recalls. "That's how I got into real estate, and my career just took off like crazy from the get-go." The rest is history, and this past January, Bailey opened her own brokerage, Lyons Realty Group.

Along with a full-time administrative assistant/transaction coordinator, Bailey excels at helping her clients achieve their real estate goals. She is licensed in both Kansas and Missouri, and primarily serves the rural Bourbon County area in southeast Kansas. Despite being in a smaller rural area, Bailey's production volume rivals that of many agents in larger metro areas. From 2018-2020, Bailey sold approximately \$30 million in real estate, which is impressive for a rookie. Continuing

that trend, 2021 is off to a fast and furious start with \$11 million on the books at the halfway mark. Cumulatively in her career thus far, she's helped over 300 buyers and sellers achieve their real estate goals. Bailey says she is "proud of what she's been able to accomplish since entering the real estate world, and especially proud to have the opportunity to have helped so many people in the process." She goes on to say, "I love what I get to do every single day, and more importantly, the clients I get to work for and the relationships I am able to build. I'm fortunate and grateful that my skill set is needed, and I get to use it to help others."

"A ton of my business comes from referrals, and I have a great deal of repeat business as well," Bailey says. "We really pride ourselves on customer service. We work very closely with our clients, and I'm extremely proud that when they look to do something else in real estate, they look to us again - their loyalty is a huge compliment."

Bailey's focus on customer service sets her apart. "Our goal is to consistently provide top-notch customer service, in a professional, accommodating, and friendly way," she explains. "We try to go above and beyond, and our clients constantly tell us that they notice and appreciate that level of service. We will do what it takes to get the job done, and we are always thrilled to make things happen for our clients."

Clients also appreciate Bailey's availability. "Our clients are appreciative of our quick response time. It's especially important to be available in this demanding market, but really, clients shouldn't have to wait in any market atmosphere. We are highly responsive and we work quickly for whatever our clients need. We never want to be the reason people miss out on a deal." Bailey explains that although she has many clients at any given time, she "strives to make each client feel as though they are her only priority".

When it comes to marketing, Bailey sets it as a priority for her brand. She says, "We work with a professional marketing company, and aim to have all of our marketing materials not only look attractive, but reflect the characteristics of our brand. We have a huge social media presence, and I credit our social media marketing with a large part of our sales and how quickly our listings move." That's also coupled with having excellent connections in town. "When we post new listings, they often get shared 20-30 times, which is a lot of exposure in a small rural area. It really gets the word out there about our listings, and we are forever grateful for the support."

Community involvement is important to Bailey. She believes in giving back to the community that supports her. As such, she coaches youth sports and serves on a number of local boards, including the Chamber of Commerce Executive Board, the Downtown Committee, the Fort Scott Area Community Foundation, and the Good Neighbor Action Team, to name just a few. When she is not working or giving back to her community, Bailey enjoys spending time with her husband and their four kids.

In the future, Bailey says, "We don't have any plans to stop or slow down. Our goal is to grow and further what we're already doing. I started Lyons Realty Group because I wanted to bring a different approach to our area with a fresh, modern brokerage that was client-focused, and technology-driven. We want people to know and expect the utmost professionalism, unmatched work ethic, and absolutely outstanding customer service from Lyons Realty Group. I believe our results reflect those efforts."



To find out more about Bailey Lyons, call 620-266-9448, visit [lyonsrealtygrp.com](http://lyonsrealtygrp.com), or email [Bailey@lyonsrealtygrp.com](mailto:Bailey@lyonsrealtygrp.com)