

Entrepreneurial Services Spotlight

Layton Real Estate is a full-service real estate agency assisting clients in the buying and selling process. They specialize in residential homes, multi-family dwellings, land/acreage, farms, and acreage with oil income. Layton Real Estate has served Wellsville and the surrounding areas since 1967 when Glenn F. Layton Sr. opened an office in downtown Wellsville. Layton Real Estate is currently owned and operated by Barbara Kearney, who is the Broker, and they have one independent agent, Sarah Klamm. They may be looking to replace Kim Hoehn, who recently retired. We sat down with Barbara to learn about all the services Layton Real Estate offers to Wellsville and surrounding communities.

One of the most appealing aspects of working as a real estate agent is that each day is different. Agents meet new people, see new places, and respond to the changing needs of buyers and sellers, which often means shifting gears at the last minute. There is NO typical day for a real estate agent. We asked Barbara about the services Layton Real Estate offers. She informed us, “we can represent a seller or a buyer as well as offer transaction brokerage services handling all the paperwork for any real estate transaction. We provide consulting services to every seller when they list their home with us and offer property management services as necessary. We are also considered a HUD broker which means we can assist you in placing bids on a HUD Foreclosure home. As a full-service office, we also provide notary services for clients.”

Realtors are faced with their share of challenges with any given sale whether they be representing the buyer or the seller. Realtors are constantly solving problems for their clients. When we talked to Barbara about this topic, she had a lot to tell us. She said, “We protect our clients from any potential pitfalls or exploitation along the real estate journey. Think of us as guardians of your real estate investment! We empower our clients with the knowledge and information they need to make informed decisions to ensure they are not vulnerable to any unethical practices. Our goal is to make every real estate transaction smoother and less overwhelming for our clients. With our up-to-date market knowledge, we ensure the decisions our clients make are based on current market trends. We provide our clients with the information they need to ensure they are pricing their property correctly. We also leverage and use our negotiation skills to secure the best possible deals for our clients. It is also our responsibility to ensure legal and contractual obligations are met. And lastly, we ensure our clients can focus on their daily lives and jobs while we manage the time-consuming aspects of their real estate transaction.”

As we are all aware, there is a lot of competition in the real estate industry. We wanted to better understand what sets Layton Real Estate apart from its competition. Barbara told us, “We take pride in being locally owned and operated allowing us to offer a level of personalized services backed with 35+ years of battle tested expertise. You get an experienced agent from Day one and we can control the costs, so that we are not passing along any extra fees some larger brokerages do. With Layton Real Estate, you are not just one among millions of clients. You ARE a part of the family and play a crucial role in our continued growth by telling your friends

and family about our services. We go the 'extra mile' for our clients just like we would for our own relatives!

“At our real estate company we are passionate and dedicated, we differentiate ourselves by focusing on the quality of our services rather than simply recruiting realtors. While some companies prioritize quantity, we prioritize expertise, personalized service, and a client-centric approach. While financial sustainability is essential for providing top notch services, our focus extends beyond the sheer volume of transactions and revenue. We prioritize the quality of each interaction, ensuring our clients receive unparalleled support and expertise. Our commitment lies in delivering value and making a positive impact along your real estate journey,” Barbara informed us.

Marketing is important to any business. The real estate industry is no different. Barbara educated us about how it works at Layton Real Estate. She said, “When it comes to marketing services, it’s worth noting that we follow the same industry standards as larger companies. We utilize the same integrated MLS system to upload our listings, guaranteeing optimal exposure for our properties on the market. This means our listings are accessible to all agents, expanding the potential pool of buyers and enhancing opportunities for sales. Just like our larger counterparts, we are committed to utilizing cutting-edge technology and platforms to showcase our listings most effectively. The playing field is level when it comes to the foundational aspects of marketing real estate, and our dedication to employing the latest tools and strategies reflects our commitment to providing top-notch services to our clients.”

We asked for further explanation about how Layton Real Estate’s multi-faceted marketing approach works to showcase their listings. Barbara explained, “We use strategic online campaigns, targeted social media engagement and our exceptional Layton Real Estate website. Supported by a dedicated full-time marketing professional, our efforts span across various social media platforms, ensuring consistent and effective outreach to our audience. Through a sophisticated multi-system integration that shares our listings across prominent real estate websites, coupled with traditional methods such as print advertising in magazines, signage, direct mail, networking, and printed flyers, we ensure a well-rounded reach that connects with our diverse audience.”

Developing a strong company brand takes time and attention. A business’s core values are important when building that brand. We asked Barbara to describe Layton Real Estates core values and brand. She told us, “The core values of my company are integrity, confidentiality, treating others the way you want to be treated, loyalty, trustworthiness, innovation and being detail oriented. At Layton Real Estate our vision is to be a beacon of trust and excellence in the industry. We provide unparalleled service that transforms every client’s real estate journey into an extraordinary experience. With a focus on integrity, innovation, and collaboration, we aspire to share not just transactions but lasting relationships. Our team envisions a future where each interaction is infused with passion, each home is a canvas of dreams, and every success story is a testament to our unwavering commitment. Together we’re not just selling properties, we’re building foundations of happiness, one home at a time!” Wow! We’re sold!

"We shifted our conversation to discuss how success is measured at Layton Real Estate. Barbara explained, 'In our business, success is gauged by a blend of client satisfaction, positive feedback, and tangible results. While our aim is to celebrate the sale of 50-100 properties annually, true success transcends mere transactions. It's about fostering enduring relationships and consistently making a positive impact on our clients, whether through repeat business or referrals. At the heart of being a realtor lies relationship-building; sales naturally follow thereafter.'"

As the Wellsville Chamber of Commerce, we wanted to know what we can do to best serve Layton Real Estate. Barbara's answer was simple, "Exposure." As for how the Wellsville community can best support her business, Barbara told us, "The community can best support our business by utilizing our services, providing valuable feedback, and spreading the word and referring us within their network. We truly appreciate all the Wellsville Chamber has done and continues to do for their members."

To wrap up, we asked what are Layton Real Estates hours of operation and how can customers contact you? Barbara said, "At Layton Real Estate, we understand the dynamic nature of real estate. We are often on the move, working to bring our clients the best opportunities. While we may not have set office hours, we're typically in the office from late morning until evening. However, we are always available by appointment. This flexibility ensures that we can meet our clients' needs on their schedule, providing personalized service when they need it most. When reaching out, please call our office number at 785.883.2379. When prompted, select who you'd like to speak with, and if they are not in the office, you will be sent to their cell phone number. We hope to serve you in the future."





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