

# Appleby Family Group

HELPING FAMILIES FIND THEIR FOREVER HOMES THROUGH REAL ESTATE

BY: NICHOLE NAUM



**T**he real estate landscape is continually evolving, which means succeeding in the field requires a delicate mix of hard work, persistence and creativity. Top San Diego-based realtor Kerry Appleby Payne discusses her role as part of the seasoned brother/sister real estate team at Appleby Family Group, key traits of effective leaders, and so much more.

#### Please describe your role as a realtor.

As experienced realtors, our goal is to find the ideal "home sweet home" for the best price - whether it is a condo in bustling La Jolla, an ocean view home in Del Mar, or a gracious estate in Rancho Santa Fe. We are fortunate to have been raised in San Diego and therefore, understand the multitude of San Diego communities from Coronado to Carlsbad, each with their unique vibes and amenities.



It is a joy to introduce new arrivals to San Diego - we love to put on our tour guide hats to help buyers determine which neighborhood is best suited for their family and lifestyle. This process is often a challenge, but we are always up for it!

#### What are the qualities of an effective leader?

All three of us were leaders in school - as class officers and captains of athletic teams who were routinely in charge of organizing social activities. An effective leader is selfless and focused on inspiring others to work in tandem to develop camaraderie with a healthy team spirit. As real estate agents, we do the same and understand the importance of earning the respect and confidence of our clients and fellow agents. While preparing a property to market, negotiating with buyers and sellers, and navigating lengthy escrows, we need to be effective in keeping everyone on a positive path and working together towards closing multi-million dollar sales transactions.

#### How do you contribute to creating lasting memories for families through real estate?

The Appleby family understands the extraordinary gift of finding not just the right home for each buyer, but a place where a family can create decades of treasured memories. Our parents have lived in their home for five decades, while we have all spent multiple decades in our current homes. San Diego's year-round weather offers us the opportunity to take daily walks, bike rides, nurture beautiful gardens, and develop close ties with neighbors. Relationships are everything in residential real estate and it is incredibly rewarding when our "clients become friends" and our "friends become clients."

#### How do you practice gratitude at work and at home?

Because of our mother's great success in selling La Jolla residential real estate, we were introduced to a fantastic career path, and now with Andrew Appleby, a third generation of Applebys has come on board. Working at home in the garden is definitely a place where we find extreme gratitude for Mother Nature. At this time of year, our fruit trees are full of apricots, peaches, lemons, and avocados. This past year we all spent more time cooking, baking, and entertaining friends in our backyards instead of meeting at restaurants. Our hearts are full of praise and gratitude for the team that have all participated in the Appleby Family Group's success over the past 35 years. **B**

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