

KAITLYN KENNEDY-ASHLEY & RENAE ACKERMAN

Finding Successful Solutions Together

BY JESS WELLAR • PHOTOS BY NORTH GEORGIA PHOTOGRAPHY



“People may act on knowledge, but they remember feelings,” begins Renae Ackerman. “That’s why we always conduct our business with integrity and do all the little things people may not notice, instead of only the big things or what is expected.”

From first-time buyers to luxury listings, the Ackerman Ashley Team, led by Renae and her co-team leader and associate broker, Kaitlyn Kennedy-Ashley, have mastered the art of making clients feel valued, supported, and, most importantly, excited throughout the real estate process.



“Spending this much money should be fun,” Renae continues. “Yes, it’s stressful, but it can also be exciting!” With over \$30 million in sales last year and the recipient of Best of Hall County Real Estate Team’s award three years running, the team’s impact at Keller Williams

Lanier Partners from day one is undeniable. But it’s the way they achieve those results — through overthinking, overplanning, and over-delivering — that has earned them countless referrals and a loyal client base.

A Perfect Partnership

Renae and Kaitlyn’s pairing was born out of cooperation and a shared work ethic. The two first connected during a transaction where Renae represented the seller, and Kaitlyn worked with a first-time buyer. Despite some inspection hurdles,

the deal was seamless thanks to their collaborative approach.

“I knew of Renae because she was a big-time luxury agent up in Gainesville,” Kaitlyn recalls. “We hopped on the phone to work out repair issues, and I felt an instant connection with her.”

For Renae, the feeling was mutual. “Kaitlyn was fiery and willing to go the extra mile, just like me. She was this up-and-coming rockstar, and I was so impressed with her.”

Eventually the two met up for coffee as Kaitlyn mulled over leaving her current brokerage’s team to fly solo. Renae, part of a large team at KW for nine years, remembers there wasn’t a moment of silence during those several hours in the coffee shop as she pointed out the benefits of joining KW. By the end of the encounter, a decision had been reached.

In early 2022, the powerhouse Realtors joined forces to form the Ackerman Ashley Team, combining Renae’s extensive marketing experience with Kaitlyn’s background in real estate law and appreciation for social media. Together, they offer clients a well-rounded, fresh approach that caters to everything from the perfect property on the lake, in the mountains, or on a farm, to land deals.

“We’re not exactly the same personality, but we balance each other out with our strengths,” Renae points out.

Thriving On Relationships

Both Kaitlyn and Renae credit their success to their commitment to building meaningful relationships.

“It’s fulfilling that 98% of our business comes from referrals or our sphere of influence,” says Renae. “We take great care of our clients, whether it’s a \$200K home or a \$2M home.”

Kaitlyn affirms, “We do the right thing every single time. We go above and beyond by offering the ultimate customer service with years of

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experience. Whatever you throw at us, we'll figure it out with you and have fun while doing it.”

From staging homes themselves to utilizing professional videography and photography, Renae and Kaitlyn ensure their listings stand out. In fact, they were the first agents in Gainesville to create Instagram Reels for their properties — a trend that has since caught fire.

Valuable Experience

Both women bring unique backgrounds to their real estate careers. Kaitlyn worked in real estate law as a paralegal, while Renae honed her skills in marketing and advertising for local TV and radio stations.

“I've always loved architecture and house hunting,” Kaitlyn smiles. “My dad and I used to spend weekends going to open houses, talking about what we loved and what we'd change.”

For Renae, the transition from marketing to real estate felt natural as well. “As far as advertising a property, it's all about client relations and putting together what the client needs and wants.”

Kaitlyn is also quick to point out their properties typically sell faster and at a higher price point than most due to their



use of cutting-edge technology, social media savvy, and marketing expertise.

Their advice for new agents? Jump in feet first like they both did and stay curious.

“Say yes,” Kaitlyn advises. “Even if you need to ask questions from seasoned agents, take the opportunities you're given. You miss every shot you don't take.”

Renae nods in agreement: “Every transaction is different with its own challenges, and that's what makes this so fun.”

Off The Clock

When they're not busy helping clients navigate the real estate market, Kaitlyn and Renae each treasure time with their loved ones.

Kaitlyn and her husband, Jess, enjoy taking weekend trips whenever they

can, and their home is filled with the lively energy of two dogs, Chipper and Brewer, as well as a hilariously-named cat, ‘Chicken.’

Renae and her husband, Bo, love spending time with their three adult daughters who live all over the country and their adorable five-month-old grandson, who has quickly stolen Renae's heart. Their Labradoodle, Castle, adds to the joyful household.

For fun, Kaitlyn loves CrossFit, hiking, and spending time at local breweries and wineries, while Renae enjoys fly fishing, scuba diving, and skiing. Both share a passion for travel, UGA football, and making the most of life's moments.

Getting Involved

For the dynamic duo, being active in their community isn't just part of their business strategy; it's who they are. Kaitlyn serves as Vice President of the Hall County Board of Realtors,

as part of the Georgia Association of Realtors Leadership Academy, and is a member of Gainesville philanthropist group, The Oak Society. Meanwhile, Renae is deeply involved with Habitat for Humanity, Gateway, and the Gainesville Hall County Junior League, in addition to KW's Associate Leadership Council and International Associate Leadership Council.

“Being part of the community helps us connect with our clients on a deeper level,” Renae shares. “We want our clients to love Gainesville and Hall County as much as we do.”

With plans to expand their team, grow their rental portfolios, and continue their momentum, the future is brimming with opportunity for the Ackerman Ashley Team.

“Ultimately, we want to help as many families as possible,” Kaitlyn concludes with a smile.

