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**VANESSA**

VALE WOMACK

KELLER WILLIAMS BLUEGRASS

SEPTEMBER 2023



# VANESSA

## VALE WOMACK

*Keller Williams Bluegrass*

Vanessa Vale Womack has established her life and business centered around “enriching and uplifting”. Real estate being a part of her life since childhood, she achieved success at a young age, however, the obstacles she has overcome have only strengthened her mindset and her drive.

As a young girl, Vanessa grew up working on the family farm and rental properties of her father who was a builder. She recalls observing her father building from the ground up, which entailed creating plans and construction from start to finish. “It really drove my love for real estate,” she remarks on being raised around the construction environment. “A house is a structure, and a home is where memories are made. It’s part of who you are. I love being a part of that.”

This deep-rooted love for real estate followed her into adulthood, while she was working full-time as a retail cellphone store manager in 2004, she became an officially licensed REALTOR®. She bought her first house that following year, at the young age of 23. “I loved every bit of it, and learned a lot through the process!” she says of the unliveable distressed foreclosure. Education is a priority for her, which led her to achieve her goal of earning her Broker license in 2020.

Despite Vanessa’s early success, her journey has not been without challenges. In 2008, she moved away from everything she loved. By 2012, she realized that situation was not right for her; her heart belonged back in Lexington and back in Real Estate. This chapter put her in a very bad financial situation and emotionally drained her. However, she took that chapter to build upon and do things differently.

“I didn’t have a dollar to my name,” Vanessa explains the severity of her situation, and how she went from being

financially stable to being destitute. Thankfully, she had the support of her mom, family and friends; returning home to get re-established. Learning firsthand how easy it is to lose everything so quickly, she focused on her passion for charity.

Vanessa states, “I quickly learned that going through that time in my life, that what I did from there on out, was not about me, but about helping those around me.” Once she was financially stable again, she began to focus her attention towards donating to charities. A few of these include: Arbor Youth Services, Lexington



Rescue Mission, 4-H (an organization she was a part of as a child), sponsoring families during holidays, and various school and youth sporting events.

Joining forces with the reputable Keller Williams, Vanessa learned how to run real estate like a true business, causing her to be more effective in philanthropy. “It wasn’t about me,” she refers to this learning process. “It was how I could help everyone around me and how I could give back.” She goes on to say, “To know that I am able to impact someone’s life by seeing the joy on their face is the most rewarding feeling” She recalls a memory of a mother and child when delivering Christmas gifts to them at the community housing facility and later receiving a hand-painted thank you card and picture from the child which she keeps in her office as a reminder of what really matters in life.

This approach to real estate has resulted in Vanessa starting her own team, Vanessa Vale Team, though she had zero desire to do so if you had asked her years prior. However, after realizing she needed to “leverage out” in order to grow, she witnessed a massive shift in her business. “I have learned to let go,” she speaks of how this experience has drastically pushed her out of her comfort zone.

Vanessa’s devotion for others’ successes is evident in the way her team speaks of her and her character, expressing how it has been a life-changing experience and honor to work with her.

“In every success I have, I’m standing on the shoulders of giants, and

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she's the biggest giant I know," says REALTOR® Amy Holman, a member of the Vanessa Vale Team. "I'll forever be grateful for the opportunity to partner up with her."

Another REALTOR® on the team, Shannon Durrum, comments on Vanessa's leadership and teaching skills: "Our team is made up of women who are all very different, and Vanessa embraces our individualities and brings out the best in all of us."

Even Vanessa's ability to create a positive environment where others enjoy working is noted. Director of Operations, Kim Erhardt, adds, "She is genuinely an amazing person who I admire. This has never been a 'job' for me but rather something I enjoy doing, and that is because of her."

Vanessa and her husband, Gaines met via Match.com. "So it does work!" she laughs. They spent their early dating days together on his "cabin cruiser" on Lake Cumberland. Now the couple takes their 3 ½ -year-old daughter and 5 month old son to the water to create new memories together as a family. "It's a way for us to escape from the 'to do' list and focus on one another," she explains. They also enjoy traveling and creating new experiences and making memories.

Since Gaines owns a commercial and residential construction company, they spend numerous amounts of time talking about building plans and budgeting costs. Vanessa jokes how he says that she "wears him out" with the continual discussions of dreams, goals and fresh ideas. She says, "I'm guilty of dreaming big and having large goals."

Vanessa acknowledges that she wouldn't have the life she does today without the relationship she has with



the Lord, commenting, "He's carried me through some very hard points in my life." She recalls those moments of feeling lost and confused, and how God pulled her through every time. "When things are rough, I like to focus on how to turn it into a learning experience to grow and better myself, I believe my faith helps me with this."

Further cementing all of Vanessa's hard work and dedication, the Vanessa Vale Team won Best Real Estate Team and Best Real Estate Agent from Best of Lexington 2023. "I was so honored to just have been nominated among all the outstanding agents that I look up to and have so much respect for," she comments on the unexpected award.

Vanessa may love real estate, including the financial freedom she's received and being a part of home restorations, but her passion extends beyond that. Real estate has served as an avenue to impact others' lives and truly make a difference where it counts. The motto "positive thoughts equals positive results", is a core value that she uses daily, and that has led to enriching and uplifting the people around her.



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Photos by Bethany Casey Photography



## VANESSA VALE TEAM



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