



NEW HOME COMMUNITY AGENT

DIANA BRYAN-SMITH

SPEEDWAY REALTY



Building the American Dream, one house at a time.

Experienced Realtor Diana Bryan-Smith wants you to love where you live. If she achieves that feeling for her clients, she knows she has done her job.

It's easy to see why Diana excels in her profession. Her friendly, approachable and no-nonsense style is what makes folks gravitate to her. This Basehor, Kansas native with roots in Wyandotte and Leavenworth counties has always had a love of farms and properties, so diving into the real estate industry was a perfect fit for her.

Even though she has an educational background in commercial art and graphic design, it has been her unwavering love of the land and passion for helping clients buy and sell homes that has kept her heart in this business.

Diana acquired her real estate license in 1997 and focused her efforts initially on land sales. Within two years, she had found a niche perfectly suited for her: new home sales. By 2007, she opened her own realty company — Speedway Realty, LLC — and positioned herself as an owner/broker, providing services to both buyers and sellers in all price ranges, both residential and commercial (and was highly instrumental in brokering the Schlitterbahn project in Wyandotte County). However, she has continually kept her finger on the pulse of new home communities.

"Piper Estates was the first development I worked on," recalled Diana. This large lot subdivision gave Diana the experience she needed to hone her skills and cultivate her expertise, laying the groundwork for multiple new home communities to come in which she was an integral force.

"It's fun to create someone's dream home and watch it take shape from the ground up," smiled Diana, who currently averages approximately \$25 million in sales annually.

However, in order to get to that first spade, there are numerous steps that must be taken before that dream home becomes a reality. While it may seem to an outsider that a new home community seems to go up almost overnight, it truly is an involved and often time-consuming process.

"It can take up to two years before you even turn a blade of dirt (in these new home communities)," noted Diana. "You have to study the demographics and make sure the product is a good fit for the area. There are so many variables to consider and implement before we can even begin to build. We have to focus on the logistics first."

A good example of this process can be seen in communities designed for senior living.

"In order to develop a senior living community, we have to make sure that certain conveniences are within close proximity, such as a post office, hospital and a grocery store," explained Diana.

With a natural proclivity for seeing the big picture before that first piece of dirt is interrupted, Diana enjoys working with builders to create exciting new home plans and then send those off to the architects to become a reality.

One of Diana's current projects is the Lei Valley Community in Bonner Springs, Kansas. With Phase IV approved and approaching kick-off, Diana is excited to see this project come to fruition. This welcoming neighborhood boasts plenty of walking trails, rolling hills, fishing ponds, a clubhouse and a pool. It is the perfect place to build that first home or enjoy that empty nest. Of course, one of the main attractions is the five-year tax rebate plan, which allows homeowners to build up equity at a much quicker rate if they roll it back into the home.

"That is definitely one of the perks to living here," emphasized Diana. "Every year for five years straight, homeowners will get a 75% tax rebate."



Lei Valley Phase 4 is set to open soon with a 75% tax rebate for five years!

Working alongside two builders within the community, Diana anticipates that there will be close to 300 homes when it is completed.

With her experience in developing new home communities, Diana likens herself to being an undertaker of sorts for new homes. She has become the go-to Realtor to assume any leftover lots within a subdivision and take over what the builders didn't finish.

"We are like the cleanup crew," Diana smiled. "We negotiate with the banks to purchase the remaining lots so that we can finish the subdivisions."



Fastest team in town!

While Diana certainly enjoys exercising her new home community prowess, that encompasses roughly half of her business, she still enjoys the re-sale aspect in buying and selling.

Diana leverages her personal strengths as a means to grow and market her business and makes sure to always have her clients "best interests at heart." She is extremely persistent, excels at follow-through, and employs the latest in marketing technologies.

"I also make sure I am available 24/7," she said.

Diana has no shame reflex in admitting that she does eat, breathe and sleep real estate, but she understands that is the nature of the business.

"To do this right, you have to remain focused," she said. "And over the years I have learned that it's not about chasing the dollar; it is about chasing the deal."

Positioning her team as "The Fastest Team in Town," Diana is confident she can produce amazing results for her clients.

"It's a great market now," smiled Diana. "New homes are selling quicker and we have a lot of anticipated projects in our pipeline." ■



Located near The Legends... New homes priced in the mid \$200's are going up in The Estates of Connor Creek!

FOR ADDITIONAL INFORMATION ON DIANA BRYAN-SMITH, VISIT HER ONLINE AT SPEEDWAYREALTYKC.COM OR CALL 913.915.6500



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