

# SUSAN PALMER AND ALLISON RANK



LEFT TO RIGHT  
*Allison Rank and Susan Palmer*

With 15 years in the industry, Senior Sales Executive Susan Palmer with ReeceNichols Realtors has a cornucopia of experience to instill the utmost of confidence and trust in her clients. Growing up in a real estate family, Susan always maintained an interest in the business. However, the first phase of her career moved her in another direction. She worked in the television industry for 25 years running sales departments. In the local market, Susan refined her sales skills working at FOX 4 as its local sales manager for nine years and then with KCTV Channel 5 as its general sales manager for eight years. During the last five years of her television career, she began investing in real estate, which was

the perfect foundation for her in terms of learning the real estate ropes. Eventually, she purchased a five-building, 20-unit apartment complex in midtown, which helped pave the road for her innate real estate ambitions. She left her former career and dove headfirst into her investment property, focusing on developing it into renovated condominiums.

Lately, that experience has translated into working on an exciting neighborhood development near Westport and the Plaza. As she rolled up her sleeves to work on what is known as the Plaza Heights project, Susan knew it would be of great benefit to her to bring on a qualified partner. The prerequisites for that position included a strong work ethic, a proven track record and an unwavering passion for success. The role was easily filled by award-winning real estate agent Allison Rank.

"Allison was actually my first and only choice," Susan recalled. "She possesses the attributes I was looking for, and we are delighted to be the listing agents for the Plaza Heights development," said Susan.

The development, a part of The Saint Luke's Foundation, includes 31 single family homes and is located just north of the Country Club Plaza.

"Our momentum is very strong, with seven homes now under contract," said Susan. "The market has been very receptive of our new homes with an updated bungalow vibe."

Each home will feature all of the benefits of modern conveniences while simultaneously boasting the craftsman style design indigenous to this historic and prospering community, offering a highly desirable, pedestrian-style community in which to live for families and working professionals. The goal of the project is to breathe renewal and renovation into one of the city's most appealing areas, with easy access to the Plaza, shopping, entertainment, museums, dining, and Saint Luke's hospital. The homes in this five-block project will offer approximately 2,000 square feet of living space and include off-street parking, a garage on the basement level of the home and private outdoor space.

Susan and Allison both have a solid recipe for success, and it involves some notable ingredients: the utmost in service; thorough knowledge of the market; superior communication skills and follow-up; relentless pursuit of success; and a passion for excellence. For these trusted advisors, each client is given top priority and valued as a strong relationship.

Licensed in Kansas and Missouri, both Susan and Allison work in all areas of the real estate market in the metro area. In addition, Susan specializes in condominium sales, new construction, project sales and investor services. Allison works with buyers and sellers all over the metro area. No matter the client, both deliver nothing short of 100% in effort and expertise.



"I feel that my strong business background in a creative marketing industry helps me produce and provide high-level marketing programs for my sellers," Susan emphasized. "My focus on white glove service with strong attention to detail, plus my commitment toward ironclad representation provides my clients with a smooth experience, achieving the goals we laid out. I'm very hands-on in order to deliver this standard of service."

Allison equally ensures her clients know they are a top priority for her.



"My philosophy is to approach every client as an important relationship in my life," she reflected. "I want to nurture them through the transaction and beyond."

Prior to beginning her real estate career, Allison, who has been in the industry for 10 years, was previously a consultant on a Wargaming Project for the United States Army. When she began looking for her first home, she realized how much she enjoyed the process and decided helping others through a similar experience would be fun. Therefore, partnering with Susan on the Plaza Heights project presented an exciting opportunity of service for her.

"I was honored she chose me to be her partner in this incredible neighborhood revitalization project," said Allison. "We work well together, as we are both go-getters who believe in offering superior service to our clients."

Allison and Susan have been collaborating on the Plaza Heights project since July of 2018 and celebrated their first closing there in mid-November. Proceeds from the sale of the homes will be reinvested into the initiatives of Westport Today as part of an effort to enhance the neighborhood development as well as the programs available through The Saint Luke's Foundation. ■



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