

NASHVILLE

# REAL PRODUCERS<sup>®</sup>

INFORMING AND INSPIRING REAL ESTATE AGENTS

## JAY & ASHLEY NELSON

BETTER TOGETHER



Photos by Adam Sanner

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BETTER TOGETHER

Written By **Emily Daniel**  
Photos by **Adam Sanner**





Jay and Ashley Nelson grew up in the same town in Louisiana, but the few years of an age difference between them was enough to keep them from really knowing each other at the time. Just over eight years ago, Jay was visiting his brother in Louisiana and ran into Ashley again one night. The spark between them was instant. After a short five-month-long courtship, they got married. The two have been virtually inseparable ever since that chance meeting.







One thing they agreed on right away was their desire to work together. Not only were they interested in a career together, but it was also more than that to them. They wanted to build something together. Jay was already a very successful REALTOR® in the Middle Tennessee area, and Ashley had also been successful in real estate in Louisiana. It made perfect sense to continue a career together in real estate and to build a brokerage and mentor other agents together.

Ashley got a taste of real estate from a young age as her grandparents owned an office. “I saw my grandparents build a brokerage together. They taught me so much about selling and helping others,” reflects Ashley. Both Ashley and Jay are relentless about their passion to not only succeed but to help as many other people experience tremendous success as well.

Jay and Ashley joined the agent-owned brokerage eXp Realty in May 2017 and began building the brokerage. They’ve experienced explosive growth and changed so many people’s

lives since then. They currently have around 1,200 personal business partners selling real estate in 42 states and Canada. Jay shares, “We’re so passionate about this brand and how it empowers agents to own and build their own businesses.” While their shared vision is to help as many business partners as possible, they also maintain a strong base of personal real estate business closing over \$60 million in volume since joining eXp and while building the brokerage.

Helping agents find success is one thing that fuels Jay every day. “In real estate, the sky is the limit. I remember being a brand new agent and all the people who helped me become successful,” offers Jay. “I want to offer that to other agents through coaching and mentoring. I believe you should never become so consumed with your own success you lose the ability to reach out and help someone else find their own success.” One thing Jay stresses to Ashley and his business partners is that they are their own brand. “An important part of anyone’s success in real estate is to establish your own personal brand and the best way to do that is by building friendships,” says Jay.

Building a thriving brokerage globally would be an impossible task if it weren’t for technology. “A productive agent is a very busy person, but by leveraging the right technology you can free up time and speed up connections,” offers Jay. Technology and

the power of social media have helped Jay and Ashley connect with their business partners on a personal level. “Our business partners are more than that to us, even some that we haven’t gotten to meet face to face yet, are dear friends of ours and an important part of our lives,” says Ashley.

At the center of Jay and Ashley’s professional and personal lives is their farm, Jashwood. “I was on a mission trip when Jay found this property for us,” recalls Ashley. “I was able to pull up the pictures, and I knew right away this place was home for us.” Their farm is a place they gather with their family. They have five children and a new grandchild who they love spending time with, it is also the place that’s the hub for their business. They love to entertain and Jashwood is a place for them to bring together their business partners and friends, and thanks to technology, they are often joined by people virtually who want to be part of the fun but live far away. And at the end of the day, the farm and technology are the places the two of them continue to grow and nurture their relationships.



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