

# KellCo Custom Homes

STONEHILL (SHERWOOD)

When Tracie Kelley, president and CEO of KellCo Custom Homes, searches central Arkansas for new areas to develop in, she does it with a fine-toothed comb. Buying a home is one of the most important decisions a person could ever make, and just as importantly is its location. Because of this, Kelley is just as particular about the neighborhoods she builds in as she is the homes she builds; a custom designer, she “never builds the same home twice.” The Stonehill residential community was an immediate inspiration for Kelley. Her design and build philosophy is about uniqueness to architecture and allowing the property to influence her overall design.

“One late October afternoon, I was driving through the Stonehill area debating if this was the right place for me to build,” Kelley remembers. “I was greeted by a truck and flatbed trailer, not hauling the usual things that one would expect. Rather, a decked out truck and trailer full of children and their families. They were on a hayride! Laughter and excitement filled my spirit, and I knew this was a special place and one that many families connected with.”

Since her first interaction with the neighborhood, Stonehill has added a number of additional phases to its already exquisite portfolio, including its most recent, phase six. The latest developments include an array of more beautiful, custom homes with average sizes around 2500-3000 square feet.

“The new phases of Stonehill along with Creekside Addition have opened many more opportunities for me to build unique, one-of-a-kind, custom homes on properties favored for families who enjoy interacting with one another and take pride in maintaining their homes. A place where children are able to ride their bikes and where joggers are everywhere who all feel a sense of safety and security.”

Newer to the scene, Stonehill is surrounded by some of Sherwood’s most established neighborhoods. Longtime residents of the community abound, along with nearby shopping, dining and entertainment options for the entire family.

“Living in Sherwood is not just about buying or building a home,” Kelley says, “but becoming part of a neighborhood that is in sync with today’s lifestyles.”





# The Power of Custom

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## Tracie J. Kelley

PRESIDENT & CEO OF KELLCO CUSTOM HOMES, KELLCO REAL ESTATE AND ENERGY AIR INC.

- WHAT ATTRACTED YOU TO YOUR CAREER?**

I have a fierce passion for helping others which is the driving force allowing for me to provide such a dynamic approach to serving my clients in every venture I set. I’ve set the bar high for myself and work daily to exceed my clients’ expectations.
- HOW DID YOU GET STARTED IN YOUR FIELD?**

Having a family background in the Real Estate and construction industry inspired me at an early age. I started as a one-woman, home based operation, which launched in 1994. Today, I have grown to a collaborative team of over 35 individuals devoted to providing an unwavering commitment of exceptional services within all aspects of my corporations.
- HOW DID YOUR EDUCATION PREPARE YOU FOR PROFESSIONAL LIFE?**

My extensive educational background and professional licenses help equip me for the demands of today and are fueled by the lessons of my upbringing. Maintaining a strong will to push forward and staying focused on the individual needs of my clients certainly wasn’t learned in any textbook, but by great work ethics and self discipline which has resulted in over 25 years of industry experience and success. I’ve been surrounded and loved by a multitude of intelligent and powerful people who have taught me so much. It truly takes a village and I am surrounded by the very best.
- WHAT ADVICE WOULD YOU GIVE TO A YOUNG WOMAN STARTING HER CAREER?**

A praying woman is a powerful woman! With the many hiccups and challenges along your journey, learn to face them, grow from them, and use them to your full advantage! We can go through life taking half-steps and holding our breath, or we can choose to lean into the complete fullness of who we were made to be.
- HOW DO YOU MAINTAIN A WORK/LIFE BALANCE?**

I take time to make time! I put aside my phones and gadgets and embrace my family. I accept that I cannot be all things to all people. Through all my life’s highlights and successes, my education, entrepreneurship and competitive fitness career, the bond that I share with my family stands alone. With four active boys there is never a dull nor quiet moment and I wouldn’t trade it for the world.
- WHAT ACCOMPLISHMENTS ARE YOU MOST PROUD OF?**

Personally, raising and teaching our four sons to be faithful to God for whom we serve, to be kind, loving, independent and honest young men, I am most proud of. They inspire me in every part of my life. On a professional note, my accomplishments are virtually endless; I am powerfully driven to provide the best in customer service with integrity and much passion. I am truly blessed to have accomplished so much and for being entrusted with the many opportunities given.