



## SRES® Outstanding Service Award

An SRES® Outstanding Service Award recipient must have shown extraordinary performance and presence in their respective community; demonstrated that they are a source of knowledge and expertise in working with the senior market; and must have shown exceptional principles and furtherance of the principles of good practice among REALTORS® and the 50+ market.

### Katherine Ambrose, SRES®, GRI

Katherine Ambrose is a captivating visionary who is driven to collaborate and inspire. Today she is doing that at a higher level than ever as a REALTOR® focused on the SRES® niche. She reinvented her life in a profound way, within 180 days after making the decision to focus on Seniors, culminating in producing and hosting a television series, *Empowering Seniors*.

Katherine counts three major career transformations in her thirty years of Residential Real Estate. First, in 1998 when her husband, Randy, joined her in the business and they became AMBROSE TEAM and sold over 140 homes per year offering a myriad of extra services including a FREE Moving Truck which they still utilize every day in their practice. They experimented with TV, radio advertising and many “firsts” in their market. Next in 2003, she became the local founder of Keller Williams Realty in her hometown and spent several years getting it established. She eventually returned to her love of listing focused production within her family team. Then, in 2012 she earned the SRES® designation, and later in 2018, she made the decision to completely focus on this speciality. Katherine has such an intense passion for the senior market niche that she believes this third career evolution will power her, happily, through the rest of her career.

Katherine credits curiosity, networking and the decision to commit to what has become a life-changing venture. Katherine has a love for learning and innovating, and a passion for sharing. Her desire is to spend the rest of her life speaking, training, and inspiring on all topics related to better serving Seniors. Additionally, she loves to train and present within the real estate industry on creatively expanding business. She speaks on the Art of Authority, Newsworthy Niche Networking, which includes how to use all forms of multimedia from TV, video & podcasting to develop local authority. Her desire is to help REALTORS® go deep into relationship building and establish themselves as experts. By doing so, real estate professionals can enjoy a more meaningful career resilient to the tech grab our industry faces, and create individual legacies that improve lives for the better.