

suburban life



Keller Williams Realtors **Ayse Clay** and **Kari Ann Kent** bring unique approaches to uplifting buyers and sellers on the Main Line and beyond.

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Main Line Mavens



Photos taken on location at Foxlane Homes' The Estates at Stonedliff in Glenmoore

Keller Williams Realtors **Ayse Clay** and **Kari Ann Kent** bring unique approaches to uplifting buyers and sellers on the Main Line and beyond.

The current real estate market is rife with challenges and opportunities. The median price for all housing types reached a record-breaking high of \$408,000, according to an April report from the National Association of REALTORS, while inventory remains limited. In order to navigate such a complex real estate ecosystem, buyers and sellers need to connect with a skilled, hard-working, and experienced advocates before entering the fray. Kari Ann Kent and Ayse Clay, two Keller Williams Realtors who serve clients on the Main Line, spring to mind.

Commitment. Strategy. Results.

Kari Kent, founder of the Kari Kent Team, has built her business on a simple premise: When clients are fully informed, strategically guided, and exceptionally cared for, they win.

That level of service isn't occasional; it's constant. Her days often begin before sunrise and stretch well into the evening, filled with strategy sessions, showings, negotiations, and client communication. It's demanding, but for Kari, it's exactly where she thrives.

"This time of year, it's seven days a week—start to finish," she says. "And I wouldn't have it any other way. My goal is always to take as much as possible off my clients' plates. Moving is complex. If I can take a complicated, emotional process and make it feel more organized, supported, and less overwhelming, I've done my job well."

Behind that experience is a highly intentional approach. As a selected participant in Gary Keller's masterminds, Kari continuously refines the systems and strategies that set her apart, translating high-level insights into real-world results for her clients.

The outcome is clear: Sellers consistently outperform market expectations, and buyers succeed quickly—even in



Kari Ann Kent



Ayse Clay

highly competitive conditions.

“We’ve built systems that work,” Kari explains. “On the sell side, it’s about positioning, exposure, and negotiation to drive the highest possible return. On the buy side, it’s about strategy, helping our clients win without unnecessary stress or prolonged searches.”

Her process is both structured and deeply personal. Every client relationship begins with understanding—not just price point, but also lifestyle, priorities, and long-term goals. From there, Kari aligns financing clarity with a targeted home search, often identifying opportunities before they ever reach the open market.

Equally important is her philosophy of meeting clients where they are.

“No two clients are the same,” she says. “Our role is to understand the challenge in front of them and create a solution that works, whether that means investing more time, more resources, or more creativity on our end.”

That commitment to going further—often investing more into the process than most—has become a defining trait of her business. It’s also what fuels her steady stream of repeat and referral clients.

Looking ahead, Kari has a vision that extends beyond transactions. She is focused on growth with purpose: serving more families, elevating the client experience even further, and mentoring the next generation of agents to succeed with integrity and intention.

“The more people we serve, the more impact we can make,” she says. “And if I can help someone else build a meaningful, successful career—faster and with fewer missteps—that’s just as rewarding.”

A Strong Foundation

Ayse Clay started her real estate career more than 25 years ago as an assistant. Like many,

she “paid her dues” during those first years: supporting a high-producing Realtor by putting up signs, creating marketing materials, putting out lock boxes, meeting with township inspectors, and more. Since those early days, Ayse has since grown into a powerhouse agent with a team of her own.

“After about a year of working for [the Realtor] full-time, I got my real estate license,” says Ayse, founder of The Ayse Clay Team. “I basically grew up in the business. I can say I’ve been doing a career for half my life. I honestly have not ever thought about that, but I think that’s outrageous and powerful in the same breath.”

Ayse attributes much of her early success to her ability to earn the trust of young buyers and sellers.

“I was working with people, maybe a little bit older or about my age, who were thinking about buying their first house, because I was right in that niche,” says Ayse, who purchased her first home at age 26. “In real estate, the equity to me is in the longevity of ownership.”

While a lot has changed in the years since, some things have remained the same. For example, Ayse continues to work hard to earn clients’ trust, which she views as both an honor and a profound responsibility.

“Buying a home is often the biggest investment that people will make over the course of their lives,” she adds. “Initially I almost felt like it was such a heavy lift, to be a part of this huge financial decision that somebody is making, to be a part of that time in their lives.”

With each client, Ayse strives to gain a deep understanding of their wants and needs. At the same time, she realizes that those wants and needs may evolve as clients go through the journey toward finding their dream home. Adaptability is built into her DNA as a Realtor.

“Sometimes somebody’s want is an ac-

tual need and someone’s need is really a want,” she says. “Once you’re actually out there, looking at homes, things can change. Letting things come organically, then realigning with that, I think, is really important. I’ve learned to keep asking questions, and that it’s OK to keep asking the same question, and maybe in a different manner.

“In real estate, it’s not that you just have to like homes,” she continues. “What you really have to like is psychology and working with people—breaking down what’s underneath their needs and wants. Home is the product; what you’re really needing to do is love working with people and helping them, educating them so they can feel like at the end of the day, they’ve made a very educated decision.”

Each of these dynamic women takes a unique approach to uplifting buyers and sellers on the Main Line and surrounding areas. No matter whom they represent, Ayse and Kari are ready to offer the guidance, support, and expertise needed to lead clients home. ■

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