



## THE VAN HORNS:

### Generations of Real Estate Experience Working for You in Cranberry

**C**ranberry residents Kim & Todd Van Horn raised their son, Scott, and daughter, Julie, while simultaneously forging active careers in real estate and education. Todd, the first licensed Realtor® in the Van Horn Family sought real estate sales as a “summer job” at a time when he taught for the Pittsburgh Public Schools (PPS). After a successful two years and realizing this was by no means was a “summer job,” Kim stepped on board to assist. Prior to becoming a Realtor®, Kim owned and operated a small business accounting company. Kim found real estate intriguing since it seemed to be the perfect blend of continuing her passion to work with and to help people while mixing her comfort level with numbers and math. Overtime, as Todd moved into an administrative role with PPS, Kim took the lead role on their real estate team.

Fast forward nearly 25+ years and the Van Horn family’s pursuit of real estate is now a full-time family passion of continued excellence that touches each of the four family members. Their son Scott earned his real estate license in 2018 and joined Kim’s team; while their daughter, Julie is currently working on her real estate license for use sometime in the future, after she settles into her career as a physical therapist. Presently, both Kim & Scott provide residential real estate services to their clients out of the Berkshire Hathaway HomeServices The Preferred Realty’s Cranberry office located on Freedom Road. Todd is the Vice President of Career Development for Berkshire Hathaway where he oversees the agent training program, mentoring program, and coaching program. He also operates a real estate school called, Real Estate Educators, based in Cranberry.

For a family of lifelong learners, going above and beyond for their clients has been a successful formula for the Van Horns. Kim not only holds several real estate designations and actively participates in numerous career development venues, but

in both 2018 & 2019 she was voted “Most Favorite Real Estate” Agent by readers of Pittsburgh Magazine. Kim says, “I was both honored and humbled that so many would take time out of their day to vote for me. It lets me know that I am having a positive effect on someone’s life in a meaningful way.” This is a role that she takes very seriously. Knowing that it is not enough to keep doing things the same way just because it works, Kim consistently employs new ideas and emphasizes training as a large component of her team’s business plan.

From the luxury home market to first time home buyers, the Van Horns can handle it all. Their dedication to being at the forefront of the industry means that they’re already prepared for helping clients buy and sell homes in the age of COVID-19. “There is more planning involved now,” Kim said. “But our team has always focused on having a cutting-edge digital marketing footprint. Virtual meetings are a tool we have been using for a long time.” She goes on to say, “The basic principle however remains the same, you have to listen and assist your client in identifying their goals and find the best way to see that these goals are achieved.”

The trust the Van Horns foster with their clients is reflected in their high referral business with more than 70 percent of their business coming from people they know referring them or from repeat clients. “When we work with a client they become like family. We develop strong relationships,” Kim said. She went on to say, “We enjoy watching families grow and keeping in touch with those who now we consider our friends. It’s not uncommon for

us to work with someone when they are single, then again when they get married, and again when their family grows. Sometimes we have the pleasure of assisting their extended family members when they have a real estate need as well.”

It’s easy to see why when people think of real estate, they think of the Van Horn family.



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