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COVER STORY

KAT DRERUP

Photo by Charleston Real Estate Media

Power Couple:

Luis and Stefani Rosario

Rising Star:

Tonique Grant

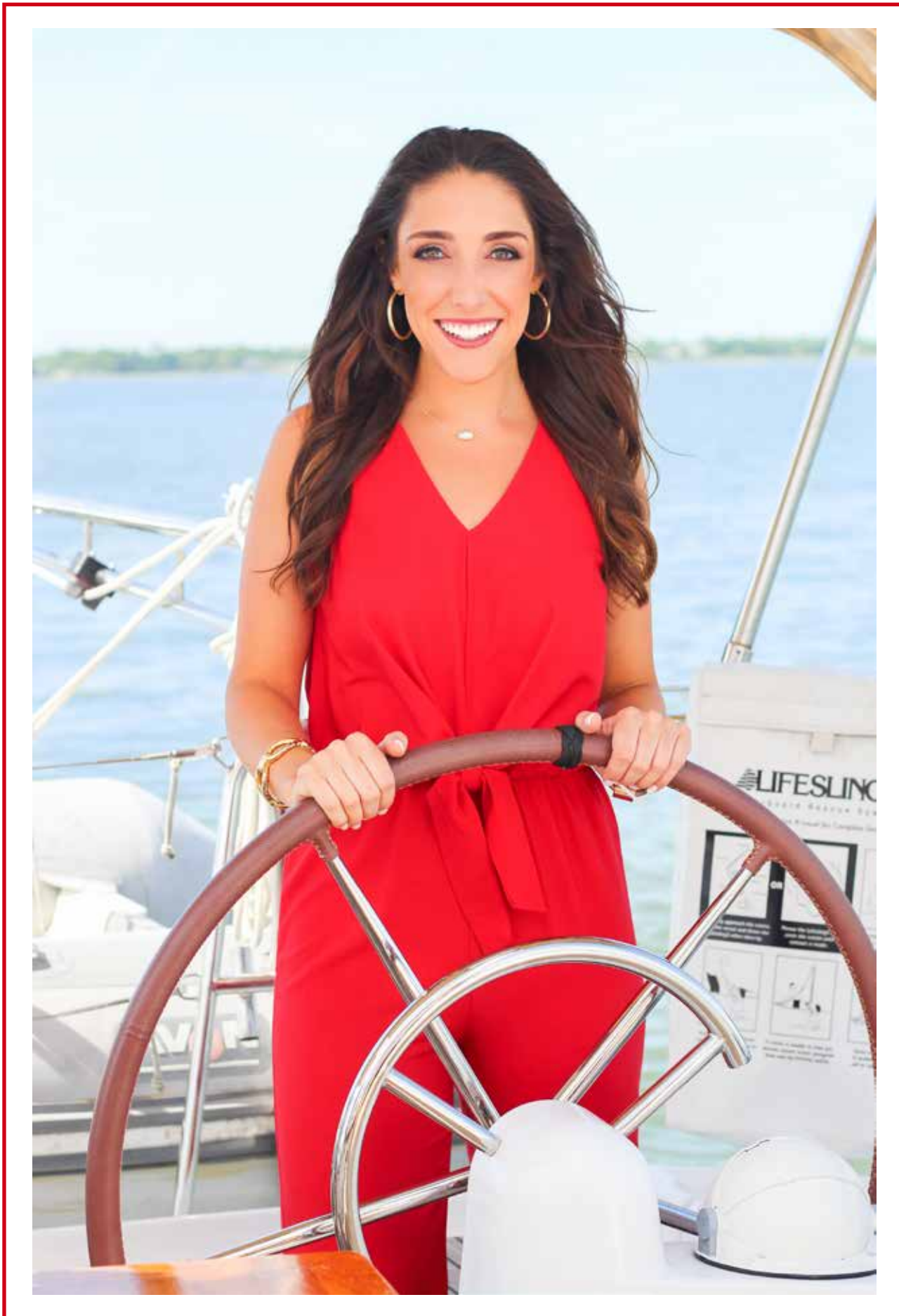
Event Highlights:

*Charleston Real Producers Lunch at Nexton
Charleston Real Producers Cinco de Mayo Party*

Meet The Partner:

A.D. Lewis – Goosehead Insurance

JUNE 2021



▶▶ cover story

By Jennifer Guerra
Photos by Charleston Real Estate Media

In a recent Instagram series entitled “Twist & List,” Kat incorporated her passion for dancing (she has recently started taking weekly lessons at the Arthur Murray Dance Studio) to creatively show her listings. She can be seen spinning in the arms of a male partner in a Mount Pleasant condo and doing the tango throughout an industrial listing in the NoMo area of downtown Charleston. She adds, “It was my way of showcasing properties in a way I knew would get Instagram views and save my clients money in the staging process.”

KAT

drerup

Kat Drerup has danced to the top of the Charleston real estate market, quite literally. Using her vibrant personality, grit, and digital marketing savvy, she has built a successful career before the age of 30, which is an accomplishment to be marveled. As a top producing agent, Kat has used her public relations degree and prior marketing experience to build a brand that stands out in a market of over 7,000 agents.

“I always ask myself how I can be totally different than every other agent in Charleston. I want potential clients to think, wow, that was so creative. Kat is so unique from everyone else. I want her as my REALTOR®,” says Drerup.

“**I have learned that I can't control the wind, but I can adjust my sails to reach my destination.**”

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“My highlight reel on Instagram appears pretty and seamless. My career may even look like it was handed to me on a silver platter with Veuve Clicquot sparkling in hand, but behind the scenes, I failed many times before I reached this level of success.”

Similar to her newfound interest in dance, Kat spent last summer learning how to sail with the Charleston Sailing School and Yacht Charters. She likens her hobby to her journey in real estate saying, “I have learned that I can’t control the wind, but I can adjust my sails to reach my destination.”

Had Kat never gotten laid off, she wouldn’t have thrown herself full time into real estate. And, as it would turn out, her experience in public relations would become her greatest asset in real estate. Using every opportunity she has to meet and gain clients, Kat has also used her bright personality to meet people at nail salons, through Instagram, and even gained clients while at Rooms to Go! She has leaned

on her experience of moving as a child to understand the unique needs of clients who are relocating. But one of her biggest successes has been marketing to millennials. Since beginning her career, she has led dozens of first-time homebuyer seminars designed to build her client base and empower young people to invest in property as opposed to long-term renting.

“I want to be a resource long before and after closing, because I understand the buying and selling process as a young professional first hand. I noticed a lot of other REALTORS® choose not to serve a young demographic because they typically have smaller purchase prices and require a certain level of hand-holding, but I see the prospect of a long-term relationship when I work with people my age. I know if I show them extraordinary service, they will come back to me when buying their second and third homes.”

Having sold over \$20 million in real estate in 2020, it’s clear that Kat

“**I know from my background that a brand is not simply a logo and unique colors.** A brand is a feeling.”

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Dancing acumen aside, her knowledge of marketing and branding dates back to her first “dream job” (or so she thought) in public relations. Because on one eventful Friday morning, Kat was called into the CEO’s office and abruptly let go due to the loss of a client retainer.

“That is when I decided that nobody – no corporation, no entity, no boss, no person – was going to dictate my life’s future. I vowed to get out of my own way, put my fear of failure aside, and put it all on the line to become a REALTOR®. I can’t describe

to you how bright the fire burned inside me at that time, but I knew I had no choice but to succeed.”

As a member of a military family, Kat moved a lot as a child. During open house appointments, she remembers leading her parents around naming off suggestions of how to make the space uniquely theirs. From a young age, it seems she developed a passion for interiors and space planning. So after a little convincing, Kat decided to give real estate a go. However, it wasn’t an easy start. Kat didn’t pass the exam on her first try.

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is a natural with a prosperous future ahead. In 2021, Kat expanded into the Kat Drerup team bringing Sandy Trockel on board, who Kat says “is a natural-born REALTOR®. She has the same drive and determination I have, and her energy is contagious.” She also spends her time mentoring other agents to overcome obstacles in their careers. She recently co-authored a book called *Resilient Women in Real Estate*, where she tells her story in hopes of inspiring other women to follow in her footsteps and to build a brand, not just a business.

“I know from my background that a brand is not simply a logo and unique colors. A brand is a feeling.” And it seems people only feel happy when watching Kat waltz through life. It’s about time she takes a bow.

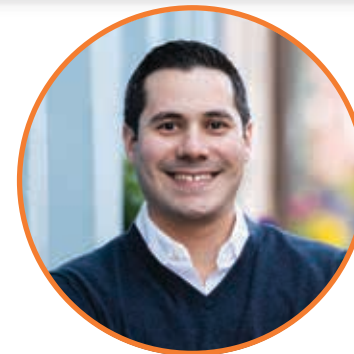
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