



# Keller Williams

Orson Klender

**Success Magazine: Orson, you have been in real estate full-time since 2006 and have built your business by referral since then. What is it about your selling style or your work ethic that makes people choose you?**

Orson Klender: I have found that communication and follow-up are the keys to helping folks find their next home or business. I pride myself on being a great listener/communicator and that is what really helps me better understand the wants, needs, and dreams of my clients.

**SM: What do you find most rewarding about helping people find the home of their dreams?**

OK: The moment when we walk through the door and everyone is speechless and you can just tell “this is the one.” An even bigger reward is the valuable relationships I develop. My clients have become close friends throughout the last five years. I look forward to each and every new encounter and I work hard to make sure they are

completely satisfied with one of the most important purchases they will ever make.

**SM: You have been faced with adversity in your personal life and yet you persevere to maintain success in business. How do you get through the most difficult times?**

OK: I know every day when I wake up that millions of people have my same struggles or worse, so I count my blessings, hug my wife and kids, and work really hard to maintain a positive outlook on life. I have also found that surrounding myself with honest, hardworking people like my two sons, Devin and Skyler, and my incredibly efficient assistant Brooke—who really have a genuine interest in helping others and themselves—makes each day that much easier. I also really owe a lot to the people I have met through Keller Williams, both locally and around the country. It’s simply amazing to find so many people, at even the highest levels within the KW organization, that will take the time to send a note or lend a hand.

**SM: What motivates you daily to strive for greatness and to stay focused on your goals?**

OK: I have always seen the glass as half full and get really excited to find and overcome the next challenge. My motivation comes from always wanting to be better—better at my business, better for my clients, and to better my life for myself and my family.

**SM: What does success mean to you?**

OK: To me success means being able to bump into a friend/client and hear how happy they are in their new home. It’s the phone calls, thank you cards, and calls from my clients’ friends or family members asking me to help them too. Buying a new home can be the happiest or one of the most stressful times in a person’s life. I feel successful when the end result is their happiest time. I strongly believe that focusing on the needs of others is the key to my success!



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