Shelly Voss

BUILDING ... ONE BOND AT A TIME

PHOTOS BY JENNIFER RUGGLES
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For Shelly Voss, real estate has never been about chasing attention or standing in the spotlight. In fact, she'll be the first to tell you she's far more comfortable behind the scenes—unless, of course, she's on stage singing with her band. But in the world of new home sales, her steady presence, straightforward approach, and deep-rooted passion for the process have made her a trusted guide for buyers navigating one of life's biggest decisions.

As a supervising broker and new home sales agent with Preferred Properties of Kansas, Voss has spent more than a decade helping clients turn ideas into reality—one home at a time.



From the Gymnasium to the Job Site

Before stepping into real estate, Voss spent 11 years teaching physical education in Wichita, working with both middle school and elementary students. Initially, her career path was mapped out with intention—teach while her kids were in school, maintain a similar schedule, and eventually transition into something new.

That "something new" began to take shape about four years before she left teaching, when she started exploring real estate on a part-time basis. What began as curiosity quickly turned into something more. "I had always been interested in it," Voss says. "And I grew up around it in a way."

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Her stepfather was a homebuilder in the 1980s and '90s, and as a teenager, she occasionally found herself on job sites—helping with framing or setting roof trusses—while her mother focused on interior design. That early exposure planted a seed that would later grow into a full-fledged career.

After initially working in resale while still teaching, a trusted colleague encouraged her to consider new home sales. The transition proved to be a turning point.

Finding the Right Fit

In 2017, Voss joined Preferred Properties of Kansas, thanks in part to a referral from a well-connected industry veteran who believed she would be a strong fit. That first year required patience and persistence. Balancing teaching with part-time real estate, she worked through a patchwork of available listings before eventually stepping into a more consistent role in the Prairie Creek development in Andover development. Today she is at the Foxfire development in Derby.



Looking for more stability, she briefly explored a sales manager role with another builder. While the position offered a steady paycheck and a different pace, it didn't take long for Voss to realize it wasn't where she belonged.

"I learned pretty quickly that it just wasn't for me," she says. "I missed what I was doing before." She returned to Preferred Properties of Kansas, where she plans to remain for the long term—continuing to do the work she enjoys most.

The Joy of the Process

Ask Voss what she loves about her work, and her answer is refreshingly honest—and free of industry clichés.

"I don't like to say 'helping people,'" she says with a laugh. "But I do enjoy guiding them through the process."

That process, particularly in new home construction, is both detailed and deeply personal. Over the course of seven to eight months, buyers make countless decisions—from floorplans to finishes—transforming a concept into something tangible.

For Voss, the most rewarding part is watching that journey unfold.

"Seeing their excitement as the home comes together—that's the fun part," she says. "It's a long process, but it's a good one."

Her role is to provide clarity, perspective, and steady guidance along the way—helping clients navigate choices and possibilities without overwhelming them.

A Straightforward Approach

In an industry where communication is key, Voss has built her reputation on being honest, direct, and approachable. She values transparency and aims to create an environment where clients feel comfortable asking questions and making informed decisions.

"I'd hope people would say I'm straightforward and supportive," she says. "Someone they can rely on." Because she spends the majority of her time on-site in the communities where she sells, Voss often develops ongoing relationships with buyers long after the initial transaction. It's not uncommon for homeowners to stop by, check in, or simply say hello.

"I tell them we're kind of like part-time neighbors," she says. "I'm there six days a week, so you get to know people."

Over the next several years, she built her business while navigating the natural ebbs and flows of new construction—where progress often depends on development timelines and new phases being released.

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That consistent presence fosters a sense of connection that extends beyond the sale itself—turning transactions into lasting relationships.

A New Chapter on the Horizon

While continuing her work in new home sales, Voss is also quietly preparing for what comes next. She is in the process of launching a boutique brokerage called Sunflower Flat Fee Realty, which will serve Wichita and the surrounding areas.

The concept is simple but innovative: offer sellers a flat-fee structure instead of the traditional percentage-based commission. With three tiers of service—ranging from basic MLS listings to full-service support through closing—along with optional à la carte add-ons, the model is designed to give sellers more flexibility and control.





"I'm just trying to create something that fills in the gaps," Voss says. "Both now and down the road." While the venture is still in development, it reflects her forward-thinking mindset and desire to evolve alongside the industry—while also creating opportunities for a more balanced schedule in the years ahead.

Staying Grounded

Outside of real estate, Voss values time spent with family and pursuing personal interests—including music, where she's found her one exception to avoiding the spotlight.

Still, whether she's on stage or on-site, her approach remains the same: show up, stay genuine, and focus on what matters.

For Shelly Voss, success isn't about recognition—it's about consistency, connection, and doing the job well.

And in an industry built on big moments and major milestones, that steady presence can make all the difference.