KALEN LUDWIG

Senior Residential & Land Agent

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BIO

Kalen Ludwig and her team serve as Peoples Company's residential specialists, focusing on the Des Moines Metro area. While Peoples Company is known for land sales and development, Kalen's expertise bridges the gap to residential real estate. Representing **Diligent Development**, she is a valuable resource for builders and individuals seeking single-family lots. Additionally, as Partner and Director of Sales & Marketing for **Ground Breaker Homes**, Kalen provides clients with a seamless experience in new construction and residential resale.

Kalen's multifaceted approach combines her knowledge of development, new construction, and traditional home sales, offering comprehensive solutions tailored to her clients' needs. Her dedication and success have earned her numerous accolades, including **Realtor of the Year** and **Circle of Excellence** recognition from the Des Moines Area Association of Realtors, as well as **Builder of the Year** and **Member of the Year** awards from the Des Moines Home Builders Association.

Kalen stays at the forefront of the industry by publishing quarterly new construction and housing statistics, hosting a housing blog, and speaking annually at Peoples Company's **Builder and Developer Luncheon**. To stay informed, visit www.KalenLudwig.com.

Since earning her Marketing and Real Estate degree from the University of Northern Iowa, Kalen has been with Peoples Company, leveraging nearly two decades of experience. She remains actively involved in the **Home Builders Association of Greater Des Moines**, serving as its President in 2021, and is a proud member of **EO Iowa**.

Kalen is passionate about helping clients navigate the real estate process while contributing to the growth and development of the communities she serves.

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EDUCATION

Kalen earned a Bachelor's degree in Marketing and Real Estate from the University of Northern Iowa, where she gained a strong foundation in business, sales, and market analysis—skills she continues to apply in her real estate career.

- **University of Northern Iowa**
- Major: Marketing
- (Emphasis in Sales and Advertising)
- Minor: Real Estate

MEMBERSHIPS & AFFILIATIONS

- National Association of REALTORS®
- Iowa Association of REALTORS®
- Des Moines Association of REALTORS®
- Home Builders Association of Greater Des Moines Board Member (President in 2021)
- 2021 HBA Builder of the Year and Member of the Year
- 2021 DMAAR Realtor of the Year
- Entrepreneurial Organization Iowa
- Norwalk Chamber Member

TESTIMONIALS

"Kalen was our realtor this past July to help my wife and I find our first home. She did an exceptional job meeting our needs. We explored every option from building to buying new, and fixer uppers. She made the transition into the new home seamless and cannot thank her enough for all her hard work. I would highly recommend Kalen to anyone looking at changing their housing situation. She is very knowledgeable about all areas of real estate. Thanks again Kalen!"
- Addison Z.

LICENSES

Iowa: S55791000