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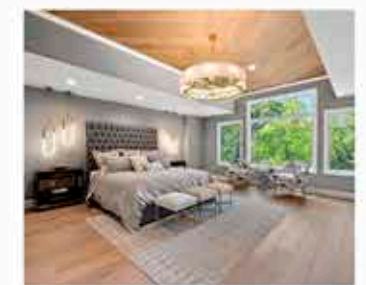
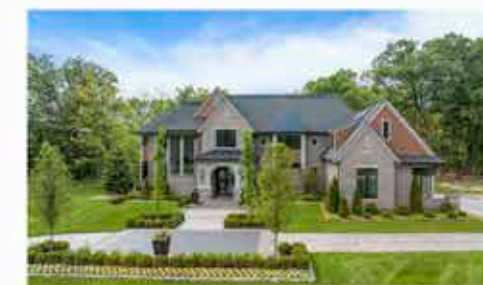
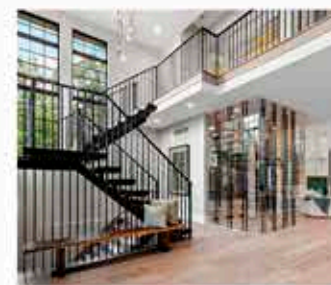
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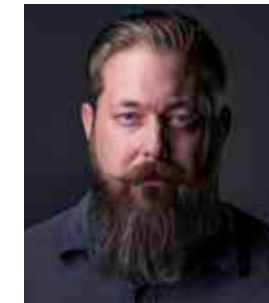
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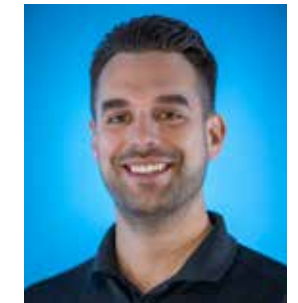
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Stacy Peardon



► top producer

Photos by Jermaine Buie
with Perfect Light, LLC

SUCCESS, PHILANTHROPY AND INTEGRITY



Stacy Peardon is a seasoned real estate expert who has been a part of the industry for nearly three decades. As the owner of The Peardon Team, under the umbrella of Keller Williams Lakeside, her experience and achievements have cemented her as a leading figure in the world of real estate.

With a career spanning 27 years, Stacy's allegiance to her craft is evident through her immense career volume, which she estimates to be at a staggering \$400 million. It's not just about the numbers, though: Stacy's passion for real estate has made her an active member of the National Association of REALTORS® (NAR) and a recipient of numerous awards, including the prestigious HUD Courage Award and Fair Housing Leadership Award, as well as many Top Producer honors on local, regional and national levels.

For Stacy, one of her most notable achievements is her role as a business and sales coach for The CORE Training, Inc. "Becoming a coach for The CORE Training, Inc. has been the largest accomplishment professionally to date," she said.

Stacy, who originally hails from Detroit, Michigan, started her real estate career in 1994. At just 16 years old, she began by answering phones at the front desk of a RE/MAX office. In 1996, her path took a significant turn when she obtained her real estate license. Stacy juggled her real estate work with education, first as an assistant and then as a full-time salesperson in 1999. It wasn't until after she joined The CORE Training that her real estate business truly took off. "I spent years in real estate with mediocre results until I joined The CORE Training in 2009," Stacy shared. This transition marked a turning point in her career, propelling her toward excellence and prosperity.

Throughout her life, Stacy has had to adapt and overcome various challenges, partly due to her family's frequent relocations. "I moved 13 times before the age of 15," she said. These early experiences of being the new kid on the block and navigating change have equipped her with a

unique perspective that she brings to her interactions with clients.

Stacy's commitment to personal and professional development is obvious. She believes in seeking counsel and having mentors, and this dedication has helped her define her path and establish a flourishing career in real estate.

Stacy's business philosophy centers on developing deep, meaningful relationships. Her devotion to fostering such relationships has driven her to integrate charity into many of her events, where she supports organizations such as The Rainbow Connection.

As a real estate professional, Stacy is no stranger to the challenges that the industry can pose. Balancing personal and work life is a common struggle for agents, and Stacy acknowledges that it is one of her biggest challenges. However, her solution is clear: "By building a solid team, you can stay in your lane and have time to carve out for personal life and family."

Stacy's dedication to her family is unmistakable as she talks about her two sons, Luke and Blake — who are avid runners — and her significant other, Dominic. Outside of real estate, they enjoy boating, biking, and playing watersports and pickleball. Her love for self-development books and her secret passion for old-school rap music reveal her multifaceted personality.

Stacy's philanthropic endeavors extend to her support for The Rainbow Connection, a charity close to her heart that supports children battling life-threatening illnesses. Her introduction to this charity was serendipitous — two of her clients had strong connections to the organization. "I was introduced to this charity by clients who leaned on this charity to grant their daughter's wish while she was battling cancer,"



Stacy shared. This inspired Stacy to become an advocate for The Rainbow Connection, where she has been passionately involved in organizing events and gathering funds for the foundation, raising hundreds of thousands of dollars over the years.

For those aspiring to follow in her footsteps, Stacy tells people to be coachable. "Treat your business like a real business, focus on profitability," she said. Her emphasis on the importance of making the big calls and

staying dedicated to the long-term journey is a testament to her own success in the industry.

Stacy's legacy is already marked by her honor and her commitment to her clients. "I'd like to be remembered as someone with high integrity who always holds up their end of the deal," she said. Her adventure in the industry is one of dedication, passion, and the relentless pursuit of excellence, setting a shining example for real estate professionals everywhere.

“““

I'd like to be remembered as someone with high integrity who always holds up their end of the deal.





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▶▶ rising star

By Robbyn Moore
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JULIE KERN

FINDING SUCCESS ON HER OWN TERMS



In the midst of a pandemic and while juggling remote learning for her children, Julie Kern seized the opportunity to obtain her real estate license. She was craving more interaction with people within her profession and knew that nothing would give her greater satisfaction than finding the perfect homes for her clients.

Formally a skilled GIS (map maker) project manager, Julie followed her dreams and joined the team at Real Estate One in Shelby Township. Two years later, she is hitting her stride as a Rising Star and Diamond Award recipient, and building a solid client portfolio.

Her unwavering commitment to her clients, coupled with her love of collaboration, has set Julie apart from others. “Rather than competing, I thrive on learning and working with my peers to better serve my clients,” she said. “I have always been more of a collaborator and find great satisfaction in working as a team to

reach common goals. I don’t have to top the charts to achieve success: The reward is in sharing the joys of homeownership with my clients while also fulfilling my own professional ambitions.”

For aspiring agents, Julie shared her recipes for success: networking, continuing education and fearless marketing. “Never be afraid to market yourself,” she advised. “Talk to friends, neighbors and family members, and find like-minded agents who will support you and offer their guidance. I also take advantage of free seminars and workshops, which is a vital part of success in this dynamic industry.”

While building her career as a full-time working mom, Julie had to learn to take time for herself as well. “It was a bit of a challenge at first,” she confessed. “Finding a balance is another key factor to a healthy life in and out of the office. I now take an hour every day to work out and have time for myself without any distractions.”

Julie’s spouse, Richard, is a talented civil engineer working as a project manager. They have two daughters — Alexis, 13, and Lila, 10. They are a sports-loving family that enjoys traveling to see their kids showcase their talents in soccer, softball and basketball. Aside from sports, Julie also enjoys engaging in daily workouts, taking walks with her dog, and beautifying their home through renovating and decorating.



SUCCESS LIES IN THE REALIZATION THAT SETTING A GOAL — ANY GOAL, REGARDLESS OF WHETHER IT ALIGNS WITH SOCIETAL STANDARDS OF SUCCESS OR NOT — AND PURSUING IT WITH UNWAVERING DEDICATION IS A VICTORY IN ITSELF.



Whenever possible, Julie makes it a point to contribute to organizations that provide foster care. “By doing so, I aim to impart upon my daughters the value of generosity and compassion,” she shared. “It is important to me that my girls learn the significance of lending a helping hand to those who may not have access to gifts and brand new shoes at a drop of a hat.”

For Julie, success is not merely defined by materialistic or external measures of achievement. Instead, she believes it to be understood as living your best life, on your own terms, and constantly growing and learning. “Success lies in the realization that setting a goal — any goal, regardless of whether it aligns with societal standards of success or not — and pursuing it with unwavering dedication is a victory in itself.”



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» partner spotlight

By Robbyn Moore
Photos by Tracie Seeley with
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A Business That Runs on Family Values

Main Heating & Cooling — powered by Mastercraft Heating, Cooling, Plumbing, and Electrical — is and always will be a company that is owned and run by family. Jack Rolnitzky, owner and president, and Steven Bez, co-owner and vice president, built a thriving, full-service HVAC, plumbing and electrical business that began in Jack’s mom’s basement in 1984, which now includes tens of thousands of customers. They both also get to work with their kids.

Two of Jack’s boys, Philip and Ryan, have been taught and educated to

one day take over the company, and Steven’s daughter, Shayna, runs all social media, digital marketing and charities for the company, along with scheduling their electrical department. “Having both my sons working for me with plans to one day take over the business brings new meaning to my work,” Jack said. “I am leaving a company and legacy for them to grow even bigger.” Echoing Jack’s sentiments, Steven shared, “Knowing I get to work with my daughter every day and watch her grow our company’s social media to the next level is beyond rewarding. Shayna has

helped our business grow in new and dynamic ways.”

As a young apprentice, Jack had a dream of owning his own HVAC business. After years of dedicated work in the field — and under the mentorship of a seasoned professional — Jack was able to make his dream a reality when he bought the HVAC business from his teacher. It was a full-circle moment as Jack launched his career.

At Mastercraft, the client is at the heart of every business decision. “We pride ourselves on exceptional

customer service,” Jack explained. “We take the time with each customer to explain all their choices and options, especially when making large purchases. We offer standard HVAC equipment and also ‘green’ solutions such as mini splits (ductless systems), whole home generators, car chargers, and full and partial remodel options for HVAC, plumbing and electrical.”

While the company’s high standards for exceptional customer service have been a core value that hasn’t changed since its inception, the industry itself has evolved in numerous ways. Over the decades, technology has drastically changed within the industry. Knowing that change is inevitable, Jack and Steven provide full training for all of their departments. They created a hands-on classroom in their building and frequently bring industry leaders in-house to teach their technicians and installers on new equipment. By doing this, they are providing the most advanced learning options to ensure that their customers get the very best from them. Additionally, their electrical department, which is run by Paul Cimeot — who has over 30 years in the business — is the master electrician who other companies call when they can’t fix things themselves. “He



is the ‘Ben Franklin’ of modern times and can solve almost any electrical issue,” Steven said.

While Mastercraft customers are treated like family, the same holds true for veterans in the community. “We appreciate and support our veterans every year by providing brand new furnaces at no cost to veterans in need,” Steven said. “Shayna started a giveaway five years ago, and since then, we have installed nearly 20 new units. She also started a holiday giveaway where we provide gifts for kids in the home and a full holiday dinner. Charity starts at home with

family, and we try to spread that with our company.”

When Jack and Steven aren’t working in the field, they enjoy time with their families. Jack has three boys — Philip, 36, Justin, 34, and Ryan, 24 — and two French bulldogs that are crazy and full of spunk. As a family, they enjoy barbecues and taking family trips. As for Steven, in his free time, he and his wife, Ilene, enjoy being with their grandson, Austin, 9, and Austin’s parents, Shayna and Andrew. They also meet every Sunday for family dinners. Both Steven and Ilene are heavily involved in a variety of charities including Gilda’s Club, Temple Israel, Chaldean American Chamber of Commerce and others.

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FRANCINE *Kanalos*

Authenticity: A SUPERPOWER TO SUCCESS

Francine Kanalos, also affectionately known as Franny, is an associate broker and owner of eXp Realty - Eastside. She has over 27 years of experience and is as authentic as they come. Her no-nonsense approach to tough negotiations coupled with a deep devotion to her family, clients and colleagues as well as women in business makes her a leader in real estate and a guiding light to those who know her.

Franny is happiest when she is mentoring her team and giving back to the community. She was the 2023 president of the Women's Council of REALTORS® Lake Pointe and is a board member for the Grosse Pointe Board of REALTORS® — serving on the Professional Standards and Grievance Committee — and a regent for the Grosse Pointe Board of REALTORS® - Macomb Chapter.

Franny was inspired to join the real estate industry after a chance encounter with Marge Fraser in a grocery store in 1996. Marge was a real estate instructor, agent and broker. “I was so impressed by Marge’s work that I decided to take her class,” Franny recalled. “I got my license and soon found Kat Thomas DiTrapani — a broker who believed in me and kept pushing me forward. I appreciated her so much because it gave me the



opportunity to work how I wanted to, and I was able to raise my family without missing anything that I needed to make a priority.”

Real estate has allowed Franny to start and pause her career, making it a perfect fit for her family-first lifestyle. Growing up in a large family of six kids where they didn’t have much, Franny established a solid work ethic and learned the importance of taking care of family. “My father was a police officer in Detroit, and my mother worked whatever jobs she could find,” Franny shared. “I saw the struggles my parents faced, and that motivated me to provide for my family and improve the cycles of life while also encouraging positivity and building up those within my community.”

Franny’s work ethic and dedication paid off. She leads a team of four and has assistants, Veronica (Ronnie)

Kanalos and Nicole Blackwood, whom she couldn’t live without. “My team is motivated, understanding and dedicated to finding the perfect homes for their clients,” Franny said proudly. “Working with such a great group who share the same vision, compassion and devotion to our clients is amazing in itself.”

With a commitment to staying ahead of technology and other industry trends, Franny is consistently looking for ways to provide the best possible service to her clients. “My passion for real estate often leads me to become consumed in the topics and issues that arise in this dynamic industry,” she explained. “I have found that asking questions and seeking out new information is the best way to stay on top of the latest developments, even if it means occasionally being ‘volun-told’ to take on new challenges. This approach has helped me grow both



professionally and personally, and to gain a deeper understanding of the complexities of the real estate market.”

The most rewarding part of Franny’s business is when her clients become friends and then share their experiences with friends and family. “There is an unbelievable warmth I feel when they trust me enough to refer me to their loved ones when they are looking for their dream home,” she said. “The biggest honor a stranger can give you is to let you into their lives and call you a family friend. I now have more birthday parties and picnics in my life.”

Being an agent, however, has not been without its challenges for Franny. “Real estate gave me the freedom to work as I chose, yet life still goes a mile a minute with so much to juggle at times,” she revealed. “In the past three years, my husband had two major open heart surgeries to save his life from an anomaly to his heart. Not many knew this as we kept it under wraps to protect us and my business as we navigated those difficult times.” Despite those challenges, Franny remained dedicated to her work and her clients, providing them with the best possible

▶▶ celebrating leaders

By Robbyn Moore
Photos by Gina Dinverno Photography

service while still putting family first. “We celebrate life every day. Soon, I will be adding my husband, Tony, to the team, and we will continue this journey together in business.”

Franny and Tony have two children — Veronica, who is also an agent and team member, and Dominic. They are semi-empty nesters and like to travel and feel the wind in their hair while riding their motorcycles together. Additionally, they spend time with their kids playing

board games and cards, and having family dinners.

As an agent, Franny has the privilege of helping families find their dream homes and start a new chapter in their lives. “I am especially passionate about helping military families find their community and home,” she said. “It has been heart-warming to be able to give back to



military families that sacrifice so much of their lives so we don't have to. I am also proud to support organizations such as the Kiwanis Club of Clinton Township, the U.S. Naval Sea Cadet Corps - Youth Program, and the Women's Council of REALTORS®, which aim to uplift and encourage fellow agents. At the heart of it all is the

belief in supporting one another and ‘fixing our crowns’ — a sentiment I carry with me and share with my team.”

Franny's favorite quote is “today's curse is tomorrow's blessing” because it helps her maintain perspective. “When we have something challenging going on in our lives, it can be difficult to see the light at the end of the tunnel, but this quote reminds me that the hard things

I'm going through right now won't be forever, and I will become stronger for it,” she said. “Life isn't so easy; therefore, building resilience and taking the initiative are vital in working your way toward your dreams.”

Franny's authenticity is her “super-power.” She has become successful in this industry because she worked hard to build herself up while staying mindful of where she came from and by assisting others wherever possible. “I take great pride in helping individuals achieve what I know they're capable of — this enables them to evolve and flourish into everything they aspire to be,” she said. “I firmly believe that the key to success is to ask questions, learn, grow and help others. Take the opportunity to support someone else's dream or give them the confidence to achieve it on their own. To me, that is what life is all about.”



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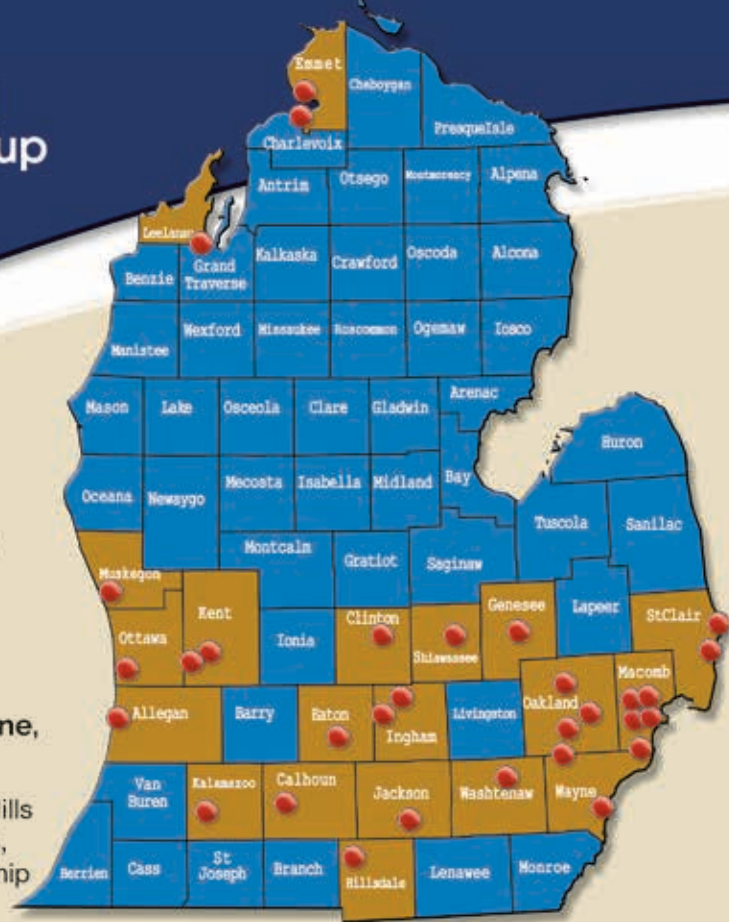
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