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## YEAR IN REVIEW

- AGENT SPOTLIGHT:** Lindsay Anderson
- PARTNER SPOTLIGHT:** Old Woodward Title Agency
- RISING STAR:** Mackenzie Bobby
- EVENT RECAP INSIDE**

JANUARY 2024

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If you are interested in contributing or nominating someone for a feature, please email us at [Chris.csotty@realproducersmag.com](mailto:Chris.csotty@realproducersmag.com) or [Terra.csotty@realproducersmag.com](mailto:Terra.csotty@realproducersmag.com).

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# TOP PRODUCERS *in 2023*

▶ 2023 recap



**DANA COOPER & LAURIE GLASS**  
**JANUARY**

Photo by Stylish Detroit  
“We love what we do,” Laurie said. “We love helping people — at all age levels and in all life cycles — while they make their largest financial decisions.” At the end of the day, however, the duo wants to be remembered for truly caring about getting the best outcome for their clients and for conducting themselves with

ethics in every aspect of the business. Dana added, “Our clients are the gifts that keep on giving!”



**SUSAN MCFARLAND**  
**MARCH**

Photo by Stylish Detroit  
“My advice to newer agents is to set your own goals, follow your own path and trust your instincts,” Susan shared. “Find people you admire and model yourself after them, and believe in yourself — even if you have no clue what you’re doing.”



**STEPHANIE SACCO**  
**MAY**

Photo by Skyview Experts  
Given her status and expertise, Stephanie’s advice for up-and-coming agents is to slow down, be kind and courteous to others, and answer the phone. “Communication is the key to success,” she said. “This is critical when negotiating and keeping deals together. When other agents, buyers, sellers or lenders hit a glitch

or emotional patch, I pull out my psychology degree to help us all get through it. I have learned that we are all on the same team and working toward the same end goal. I love that my education and life experiences have helped me be a leader and a strong communicator.”



**JUSTIN & JESSICA WOODBECK**  
**FEBRUARY**

Photo by Perfect Light LLC  
Both Justin and Jessica agree that, in order to achieve financial freedom, have more time and

find happiness, there needs to be support through leverage, leadership and skill-building.



**DAWN HENDRIX**  
**APRIL**

Photo by Skyview Experts  
“This is a business of service,” Dawn shared. “You must be open to many different situations and be prepared for constant change. That being said, this is not a business that can be taken lightly, and it requires 110% if you expect

that in return: Everything from customer service, time management, open communication, and most importantly, taking care of yourself so you can be successful at these things.”



**RANDY MILLER**  
**JUNE**

Photo by Skyview Experts  
“I can’t stress enough the importance of having an advisor or mentor, because this business can be difficult to navigate alone,” Randy shared. “Real estate is a crazy lifestyle, and it can engulf you and make you believe that you have

to do everything yourself, which is ludicrous. Throw your ego out the window and be humble and honest, and never let anyone or anything compromise your ethics.”



**DEBY GANNES & LYNN BAKER**  
**JULY**

Photo by Skyview Experts  
Deby and Lynn believe that pursuing continuing education in the marketplace and building upon their skills are critical elements for having ongoing success in the challenging real estate field. The desire to be lifelong learners and educators

serve them well as they guide clients through the process of buying and selling.



**JIM SHAFFER**  
**SEPTEMBER**

Photo by Stylish Detroit  
In conjunction with his endless pursuit of growth, Jim does not hold the belief that “less is more.” In fact, his favorite thing to say is “more is more!”



**JASON DABISH**  
**NOVEMBER**

Photo by Stylish Detroit  
Jason wants other agents to know that it is never too late to pursue their passions and find happiness. “With dedication, you can make any life transition and realize your dreams,” he explained. “Never let anyone convince you that you cannot accomplish your goals. All you

need to do is put in the hard work and be confident in your goals, and you can achieve whatever you set your mind to.”



**CHRISTINE LYNN**  
**AUGUST**

Photo by Stylish Detroit  
“In order to be the best, you need to surround yourself with the best talent. This is true in sports, this is true in life, and this is especially true in a business like real estate,” Christine said.



**NICOLAS PETRUCCI**  
**OCTOBER**

Photo by Stylish Detroit  
“I was raised to be grateful for everything I have and to live each day with immense gratitude for every opportunity in front of me,” Nicolas said. “This is true for my work and for all of the great people in my life.”



**MATHEW BELANGER**  
**DECEMBER**

Photo by Stylish Detroit  
“My advice to anyone stepping into a leadership role is to remember that being a leader doesn’t mean you’re good at everything,” Mathew explained. “Everyone has their strengths and weaknesses, and part of being a good leader is recognizing that and lifting others up.

Find a way to make each person on your team a leader in their own right, and let them shine. I’m grateful for the people who have helped me succeed, and it’s now my pleasure to pay it forward.”



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▶ 2023 recap *rising up* *in 2023*



**Danielle Dunham**  
November - Rising Star  
Photo by Stylish Detroit



**Lygia Galizia**  
July - Agent on the Rise  
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**Cameron Boutros**  
October - Rising Star  
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**Ann Michael**  
August - Agent on the Rise  
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**Amber Goodwin**  
April - Rising Star  
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**Ed Butler**  
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**Abe Koumaiha**  
February - Rising Star  
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**Abby Kushner**  
December - Rising Star  
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**Michelle Trenta**  
January - Agent on the Rise  
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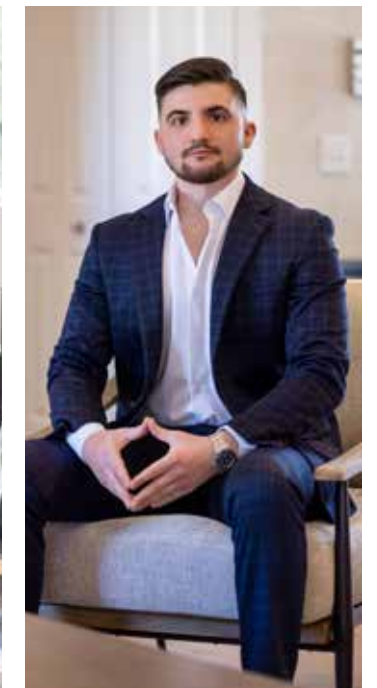
**Genevieve Craig**  
March - Rising Star  
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**Vanessa Estrellado**  
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# Lindsay Anderson

TURNING A PASSION INTO A PROFESSION

Whether it is to further her education, build a thriving business or negotiate the best deal for her clients, Lindsay Anderson is a solution-driven woman who lets nothing stand in her way. She earned a master's degree while raising a 7-year-old and two kids under the age of 2. She also launched her real estate career with a team of three while working from her home, and takes great pride in helping more than 50 families a year with their real estate needs.

Lindsay's upbringing in the Upper Peninsula of Michigan in St. Ignace, across from the Mackinac Bridge, grounded her in good Midwestern values and motivated her to seek opportunities beyond her small town. With help from her parents, Lindsay was guided and supported to further her education and dream big. After earning a bachelor's degree in business administration from Central Michigan University, Lindsay worked in accounting but quickly realized that her personality was better suited in another line of work. Soon after, Lindsay earned her master's degree in human resources, but she still wasn't finding the professional fulfillment she was searching for.

On the weekends, Lindsay's love and curiosity for real estate drew her to explore open houses, and her passion for older homes led her and her husband to renovate and sell

a historical home in Ferndale. "At the time, the idea of pursuing my hobby as a career never entered my mind," Lindsay recalled. "It wasn't until my husband was telling his friend, Ken Hirschmann, about my obsession that the idea was suggested by Ken, who is now my team leader."

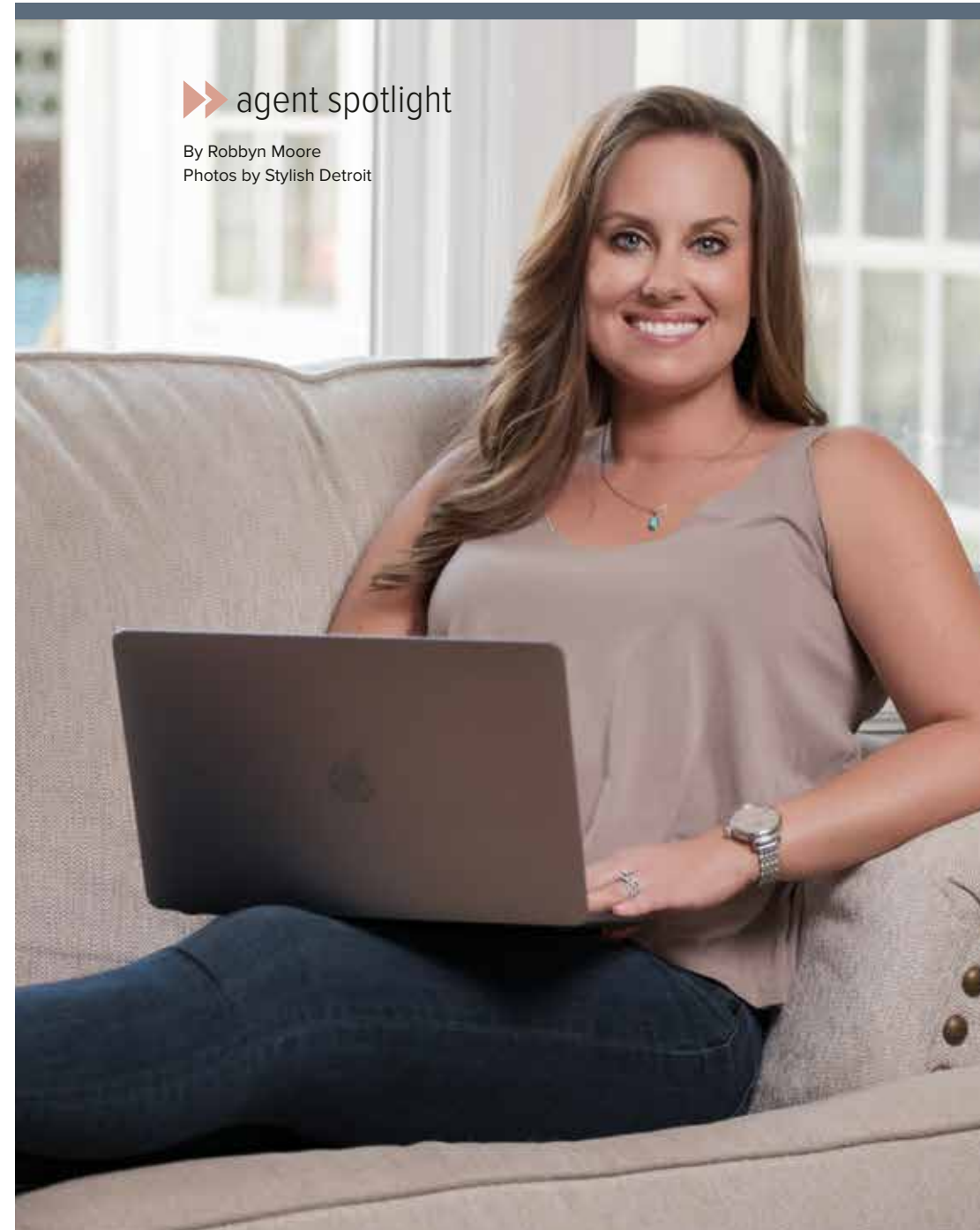
Fortunately, Ken confirmed Lindsay's love and adoration for real estate, and within two weeks, she had her license. "The rest is history," Lindsay said with a smile. "I can't stress enough how much real estate has changed my life."

As a lead real estate agent and now broker for the Best Life & Co. Real Estate Team powered by eXp Realty in Royal Oak, Lindsay has a career volume of nearly \$40 million. "I started in April of 2018 as a full-time agent, but realistically, I was more part-time because I was still at home with my three young kids until they went to daycare," Lindsay shared. "Our 'team' of three came to work with me at my house since I was the only one with kids. We were definitely a start-up and were committed to growing and succeeding regardless of how we had to do it."

Lindsay currently works alongside 25 agents, and they are the #2 eXp Realty team in sales in the state. "It's so much fun when every single person is successful," she said. "Over half of us own an investment property or an Airbnb or have flipped houses. Real estate has opened so many doors for me. It has given me opportunities that I never thought I'd have. I am so grateful that I am able to make the money that I make by doing something I absolutely love. I can't help but feel so fortunate that I get to go to 'work' every day."

Out of all her clients, Lindsay said that she has a soft spot for helping first-time homebuyers. "They are usually a little more excited because they have been working so hard to save up for a down payment, and they are so appreciative when you help them get there," she said. "To me, being a real estate agent is much more than just selling a house and getting a commission check: It's helping people realize their dreams."

Lindsay and her husband, Billy, have three children — daughter Kaison, 13, and sons Cohen, 7, and Beckham, 6. All three kids are swimmers and keep the family busy with sports. Lindsay and Billy are both from the U.P. and visit family several times a year, staying at their cabin and going to Mackinac Island. Additionally, Lindsay volunteers at the Capuchin Soup Kitchen with her team. Last year, they donated to 12 different organizations — a different one every



## agent spotlight

By Robbyn Moore  
Photos by Stylish Detroit

“ I CAN'T STRESS ENOUGH HOW MUCH REAL ESTATE HAS CHANGED MY LIFE. ”



month. “I personally donated to Gift of Parenthood, which is an organization that benefits couples and individuals who are struggling with the financial and emotional strain of infertility,” she shared.

“This career is full of so many ups and downs,” Lindsay said. “My suggestion to anyone who is considering real estate as a profession is to join a team. There is absolutely nothing wrong with it. You can be an incredibly successful agent on a team and learn a tremendous amount more while getting support and definitely more business leads. I also think it’s truly important to find the fun and have a good sense of humor.”

“

MY SUGGESTION TO ANYONE WHO IS CONSIDERING REAL ESTATE AS A PROFESSION IS TO JOIN A TEAM.

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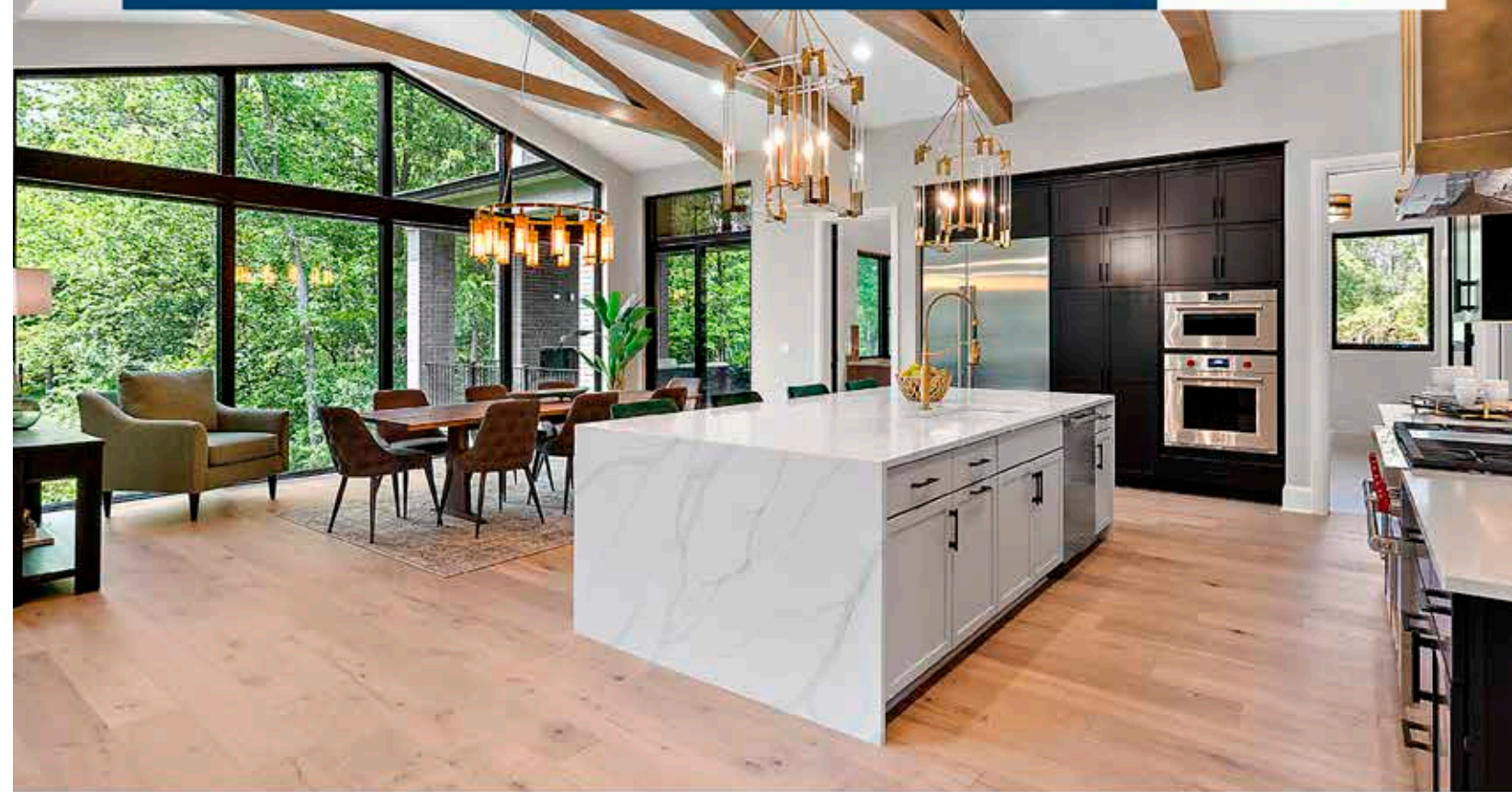


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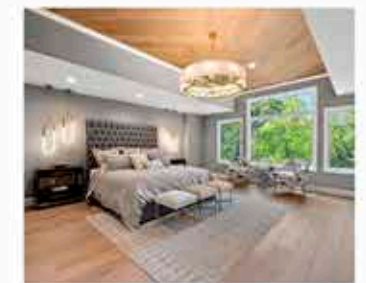
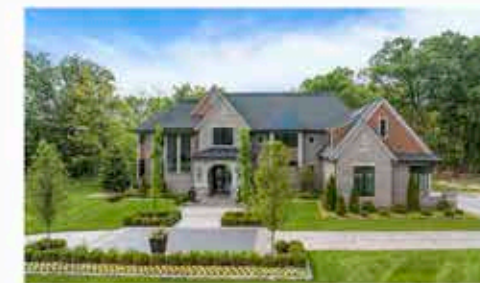
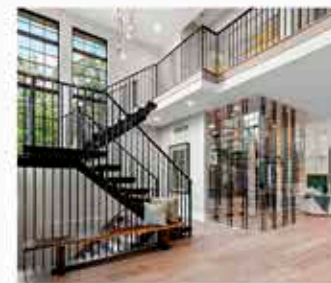
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“Our journey began two years ago, and since then, we have become one of the top 10 producers in Michigan with our underwriter, Westcor,” Jennifer BeGole-Bunting, COO, said. “We provide an above-and-beyond experience in real estate transactions that is unparalleled in the industry.”

Jennifer brings with her over 25 years of invaluable experience in the title industry. When she partnered with the company owner, Jeffrey Lance Abood of Abood Law Firm, they both realized their shared passion for revolutionizing traditional

practices and challenging industry processes. “Jennifer’s exceptional product knowledge and ability to extend her expertise as a valuable asset to her real estate partners’ businesses make her a true standout in the field,” Jeffery shared.

Jennifer and Jeffrey fused together “old school” and “new school” techniques to produce unprecedented products for both residential and commercial real estate marketplaces. “We believe that it is essential to blend tried-and-true methods with cutting-edge innovations,” Jennifer said. “Our services give our clients a uniquely customized experience that they won’t find anywhere else.”

The title agency is dedicated to delivering a level of service that exceeds client expectations by



providing a peace of mind that comes from knowing each transaction is in the hands of trusted professionals. They achieve this by focusing on building lasting relationships with their clients that is consistent with their service. “Our team is committed to agent-centric and solution-based services that are unmatched,” Jennifer said. “We make communication and service our top priorities, ensuring that every transaction is seamless and professional.”

Like many businesses during the pandemic, the title agency faced significant challenges in its profession but adapted to new methods of service that prioritized the health and safety of everyone involved. As a result, they have embraced flexibility and accommodation as their new normal for real estate transaction closings.

Although they may not be the biggest title partner in town, the Old Woodward Title team stands firmly on their strength. At the forefront of their operations is a deep-rooted dedication to putting their clients and partners first. “In our eyes, our agents and lenders are more than just colleagues: They are valuable members of our winning team,” Jennifer said. “Their unwavering loyalty and continued support are integral in shaping our success.”

Jennifer’s daughter, Maddie, is a highly esteemed title production supervisor who joined the Old Woodward team when they started their operations. Her passion lies in providing exceptional services to clients and in building long-lasting relationships with them. When Jennifer is not working, she enjoys time with her family, including her son, Alex, and her beloved grandson, Nash, who is 1 year old. She also takes leisurely Sunday walks, which are inevitably followed by brunches with her closest friends. “Personally, I aspire to be remembered in my professional life for my ability to handle non-standard situations while guiding our partners through difficult situations,” Jennifer said. “With a heart full of compassion, I pour sincere care and consideration into each transaction.”

For more information about Old Woodward Title Agency, visit [owtitle.com](http://owtitle.com).



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» rising star

By Robbyn Moore  
Photos by Jermaine Buie with Perfect Light, LLC  
Photos taken at Mid-Town Park in Shelby Township

# Mackenzie BOBBY

## A YOUTHFUL SPIRIT CAPTIVATING THE REAL ESTATE MARKET

For Mackenzie Bobby, it is her business mission to treat her clients with the same level of respect and courtesy that she would expect for herself. This business value means that she is available 24/7 to answer phone calls and adjusts the pace of buying a home according to her customer's preference. "I am not trying to sell a product per se; instead, I am building a relationship," she said. "I provide my customers with sound advice and guidance, and all the necessary information so that they can make the best decision for themselves and can have a smooth closing."

As a young person with a big heart, Mackenzie's desire to find a career

where she could grow as a professional while helping others began in 2019 at the age of 18. While working as a brokerage receptionist, she studied for her real estate exam and shadowed other agents. By the time she was 19 years old, Mackenzie had her license, joined a real estate team and made her first sale shortly thereafter.

Mackenzie currently has three years under her belt as an agent and REALTOR®, and has been with Anthony Djon Luxury Real Estate for the past year. She is still excited for the future. "I'm eager to advance my knowledge and continue educating myself on market trends and new

strategies so that I can be the best agent possible for my clients," she said.

Mackenzie's motivation to be the best version of herself came from her dad, who is a loan officer and a shining example of professionalism and hard work. "I have always looked up to my dad for his savvy business acumen and unmatched work ethic," Mackenzie said proudly. "He inspires me to build my business with authenticity and charisma."

When Mackenzie began her real estate career straight out of high school rather than pursuing post-secondary education, she became an inspiration to other young people who are looking



“

MY GOAL IS TO BECOME A TOP-PRODUCING AGENT IN OAKLAND COUNTY WHILE ALSO LEADING AND HELPING A TEAM OF STELLAR REAL ESTATE AGENTS.

”

When Mackenzie first launched her career, her biggest challenge was learning how to structure her business and schedule. However, with a solid team around her and a few years of trial and error, she discovered a system that now breeds productivity and top-notch client service. "My goal is to become a top-producing agent in Oakland County while also leading and helping a team of stellar real estate agents," Mackenzie said.

Along with her dad, Mackenzie enjoys spending time with her brother, Blake, who also has aspirations to become a real estate agent after he graduates high school. When she's not spending time with her French bulldog, Murphy, Mackenzie likes to go to the gym, shop and do Pilates.

As a rising star in the real estate industry, Mackenzie said that the most important factor to her success has been consistency. "Whatever energy is put into your career is what you'll get out of it," she advised other new agents. "You have to be committed to prospecting new business every day and do things that are uncomfortable, like cold calling. Above all the training and mentoring, the number-one thing is to give it your all and put the highest priority on customer service."

to pursue their own dreams of becoming a professional in real estate. "Many people are unsure of how to get started, so it's great to share my experiences and the strategies that have worked for me," she said. "I understand that it can

be intimidating to take a risk on a path that is seen as unconventional nowadays, but this has worked for me, and nothing is greater than meeting new people and seeing my clients' smiles at the closing table."



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▶▶ event recap

Backdrop photos provided by Stylish Detroit



Top real estate agents and our Preferred Partners from Oakland, Wayne and Macomb County gathered at Park West Gallery in Southfield to enjoy food and drinks and to make new connections while exploring the gallery and museum. The event ended with a Park West- and Sponsor-provided raffle. Congratulations to the winners, and thank you to our sponsors who provided a raffle prize!

Christine Lynn from The Agency Hall & Hunter said, “The energy in the rooms was incredible. The connections, great conversations, and awesome art were all remarkable!”

“Another great event by Real Producers! I always love visiting with past agents I worked with, meeting new ones and, of course, meeting the vendors!” said Paula Rea-Johnston from Real Estate One.

Special thanks to our Host — Park West Gallery and Museum — for hosting us inside their stunning venue.

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We would also like to thank our Gold Sponsors — Mastercraft Heating, Cooling, Plumbing & Electrical, and DFCU Financial — and our Silver Sponsors — Transnation Title Agency and Better Rate Mortgage.

Additionally, thank you to our photographers from Starloft Photography, Skyview Experts and Stylish Detroit for taking photos as well as to WayUp Media for capturing video.

We are so grateful to all of you who joined us for our End of the Year Celebration! Thank you all so much!

Be sure to check out event photos in the next issue!

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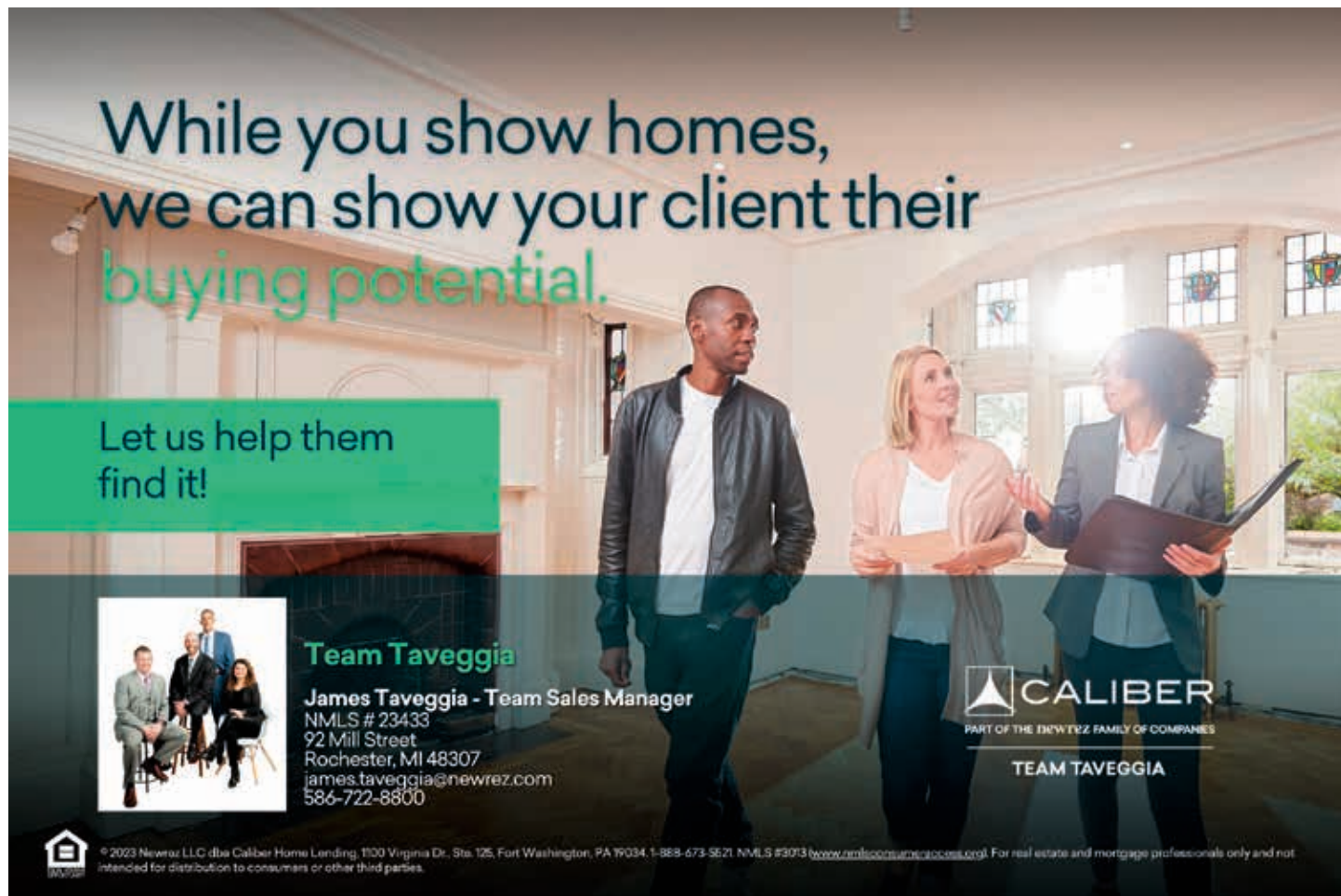
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