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YEAR IN REVIEW

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JANUARY 2024

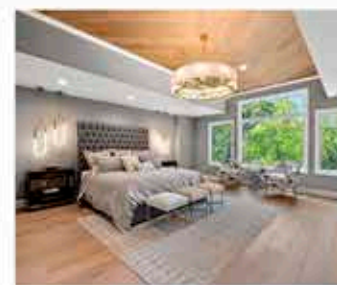
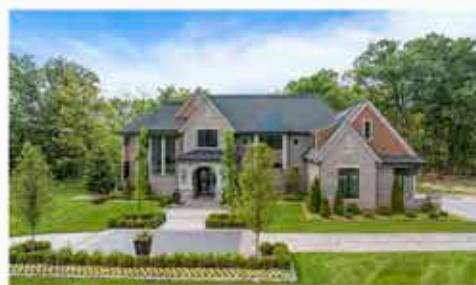
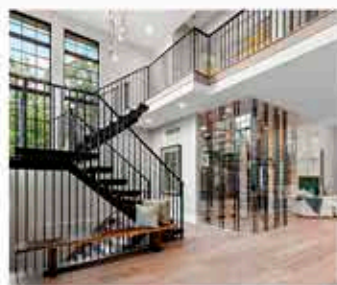
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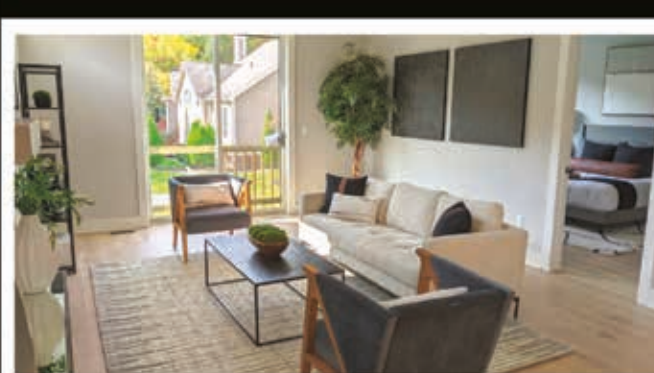


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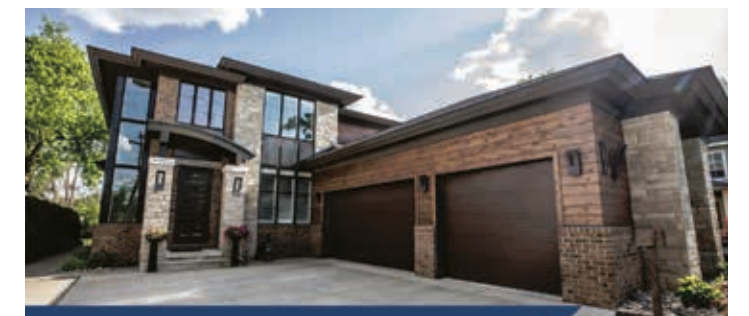
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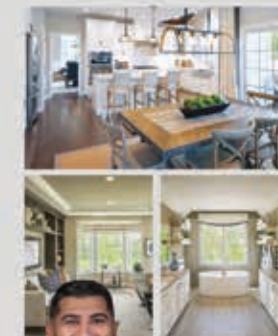


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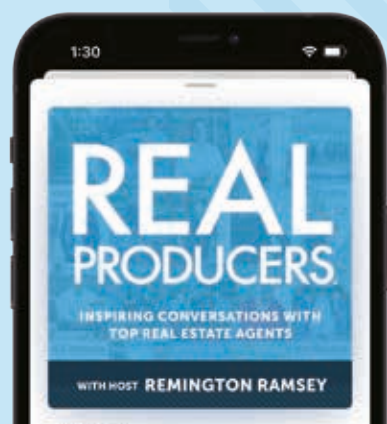
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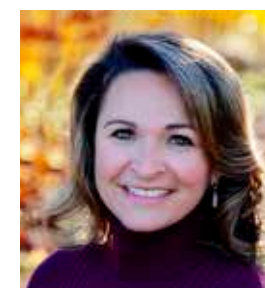
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TOP PRODUCERS

in 2023

2023 recap



BRIAN HILL
JANUARY

Photo by Stylish Detroit
Brian's focus is not on whether he's known for being the best real estate agent or having the greatest volume: His motivation comes from building relationships that have a positive impact on others. "I hope to live a life in which people talk about me the same way they speak of my dad," Brian said. "My goal is to be a kind,

honest, hardworking family man. You don't need to have a big name behind you to succeed: A true brand is created by authenticity. That's the amazing part of being in this business — the sky's the limit."



MICHAEL DEFAUW
MARCH

Photo by Stylish Detroit
As a leader in the industry, Mike is hardwired to fulfill his goals. His vision for the future is underscored by his drive and determination, and by his favorite quote by Henry David Thoreau, "Go confidently in the direction of your dreams! Live the life you've imagined."



MUJ SANAD
MAY

Photo by Metro Shores Media
As in any profession, Muj started from the bottom and worked his way to the top through discipline and hard work. "When I was working with my dad as a young boy, I remember he used to tell me that the best investment I could make is one in real estate," he said.



SHERRI JESKE
FEBRUARY

Photo by Stylish Detroit
Out of Sherri's massive amount of experience and success, the one piece of advice she suggests to other up-and-coming agents is to learn as much as they can — whether it's about house construction, title, mortgage, taxes, or economics. She would also say to be yourself at all costs.

to listen carefully to your client's needs. We're only human, so mistakes can happen. The important lesson is to learn from the mistakes and to never give up on your dream."



JENNIFER YENGULALP
APRIL

Photo by Starloft Photography
Jennifer defines success as waking up every morning excited to start a new day. "Every day is a learning day," she explained. "To be successful, it's critical

to listen carefully to your client's needs. We're only human, so mistakes can happen. The important lesson is to learn from the mistakes and to never give up on your dream."



KATIE WHEELER
JUNE

Photo by Stylish Detroit
Given her experience in real estate and all that she is working toward, Katie offers the following advice to others who may feel like they are reaching for the stars: "Stick with it and ride the wave. Focus on what you can control. If you enjoy what you do and can use that to help others, at the end of the night, that is all that matters."



ERIK GRAY & DAVID GOAD
AUGUST

Photo by Metro Shores Media
Erik and David are constantly striving to be the best. For them, that means pouring into the relationships they have formed and finding ways to better serve people.



NICK JAAFAR
OCTOBER

Photo by Metro Shores Media
At the end of the day, Nick Jaafar wants to be remembered for being an inspiration to others. "I want other young adults who may question their path in life to remember that they don't have to follow the mainstream," he said. "While the odds in society are stacked against those without a formal education, you can create

your own journey through entrepreneurship, and better yet, through real estate."



ALI BEYDOUN
DECEMBER

Photo by Starloft Photography
While Ali has certainly worked hard to get to where he is today, he attributes much of his success to a mindset he developed early on — to "give your all with the best of intentions and no expectations in return, and trust that the wealth will follow."



DONNY ORLANDO
JULY

Photo by Mateo Morrison
Most real estate agents will say problem-solving takes up most of their days. That being said, Donny finds ways to see the silver lining in almost everything he does. "I always envision myself in a place where growth is inevitable," he shared.

"One will see many ups and downs in this business; however, the one who is resilient and works smart will always win or make the best outcome of any situation."



TODD TALIAFERRO
SEPTEMBER

Photo by Starloft Photography
To younger agents, Todd offers the following words of wisdom: "Don't let your ego overshadow your success. Be humble, listen intently to other experienced agents and ask a lot of questions. Too many agents tend to think they

can make it without help. By trying to create their own wheel, they are greatly limiting their true potential."



NICK SCHULTZ
NOVEMBER

Photo by Stylish Detroit
Nick Schultz watched his family overcome challenges and grow in their fields — or their lives — which motivated him to do the same. "I am very fortunate to be surrounded by such strong, intelligent individuals," he said. "Life

has taught me to be hardworking, responsive, caring and honest. I created my career on these principles."

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rising up | IN 2023



Kristi Waddell | December | Rising Star
Photo by Metro Shores Media



Dave Lamarand | October | Rising Star
Photo by Emma Burcusel



Damian Volante | May | Rising Star
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Jhalisha Foster | December | Rising Star
Photo by Metro Shores Media



Colton Weisenstein | January | Rising Star
Photo by Metro Shores Media



Kristen Schopieray | September | Rising Star
Photo by Starloft Photography



Zach Schlacht | July | Rising Star
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Bill Gardner | March | Agent on the Rise
Photo by Sylis Detroit



Justin Cain | August | Rising Star
Photo by Stylish Detroit



Chrissy Tipler | July | Rising Star
Photo by Starloft Photography



Nicole Pelton | April | Rising Star
Photo by Starloft Photography

▶▶ 2023 recap

more great features IN 2023



KRISTY HORNE
August | Agent Spotlight
Photo by Starloft Photography



JASON CZARNIK
October | Broker Spotlight
Photo by Metro Shores Media



ANDREINA & DANIELLA MENDOZA
May | Team Feature
Photo by Metro Shores Media



DARIC & ANGELA LEE
June | Dynamic Duo
Photo by Starloft Photography



THE DEANGELO TEAM
July | Team Feature
Photo by Starloft Photography



DONNY KONJA
March | Agent Spotlight
Photo by Metro Shores Media



BELLA HALL
November | Agent Spotlight
Photo by Starloft Photography



BRIAN LILLY
July | Agent Spotlight
Photo by Starloft Photography



DERICA WADE
October
Celebrating Leaders



KATHERINE MINNE
February | Agent Spotlight
Photo by Stylish Detroit



BROOKE BROCK
January | Broker Spotlight
Photo by Metro Shores Media



MIKE MATKIN
April | Making a Difference
Photo by Metro Shores Media



ALINA POSTOLATII
September | Agent Spotlight
Photo by Stylish Detroit



STACY RAMSAY
June | All in the Family
Photo by Starloft Photography



SUZY JEDYNAK
February | Making a Difference
Photo by Metro Shores Media



MARGO BARRON
November | Agent Spotlight
Photo by Stylish Detroit



SAM BAZZY
June | Agent Spotlight
Photo by Starloft Photography



SPENCER RAY
February | Agent Spotlight
Photo by Stylish Detroit



DEVON & KELLIE SMITH
November | Dynamic Duo
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HALLE ADAMS
February | Agent Spotlight
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PAM YERMAN
September | Making a Difference
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ANGELA JAAFAR
March | Agent Spotlight
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BRAD

W O R K I N G A S P R I N G



▶▶ rising star

By Robbyn Moore
Photos by Stylish Detroit

The Art of the Relationship Deal

At age 47, Brad Morgan is proof that it is never too late to reinvent yourself and find a new career. After more than 20 years in the automotive industry as the director of purchasing in supply chain management, Brad found himself grounded to a desk, sitting behind a computer, conducting dozens of conference calls and missing the days of face-to-face relationship-building. “Everything was moving to spreadsheets, reports and emails,” Brad recalled. “Over the course of time, relationships were lost, and never leaving the office was the new normal. When COVID-19 hit, it really accelerated that workplace ‘normalcy’ and my desire to leave the industry.”

In 2019, Brad met Jimmy Saros, who was helping him sell his home. “I had always wanted to be in a sales role, and I was craving daily business interactions that were on a more personal level,” Brad said. “When my company was sold unexpectedly and went through a merger, Jimmy and I started discussing the possibility of me getting into real estate. We kept in touch over the next 15 months, and when the timing was right, I decided to pull the trigger and go feet first. I’m happy to report that Jimmy has been the perfect mentor.”

In late 2020, Brad joined the team at Saros Real

Estate. He quickly rose to a senior associate and was awarded a private office, Rookie of the Year, the Dealmaker Award and the Stonecutter Award. More importantly, Brad is now devoting his enthusiasm to building interpersonal relationships and a solid real estate career. “At Saros, we play the ‘long game’ and truly believe that real estate is a relationship business built on expertise and trust over the long term,” he shared. “I am still pushing

the boulder up the hill, trying to meet as many people as possible and build relationships. It can be challenging, but the biggest thing is to push through the obstacles. My coach told me that in order to have a breakthrough, you have to have a breakdown. The first couple of years are a true test of grit and determination. I think social media has people thinking that this business is easier than it really is and that referrals just come pouring in, but if you have

a great mentor like I do, there is support to help answer questions and to guide you.”

As a three-sport decorated athlete in high school and a collegiate football player, Brad is no stranger to hard work. His years of athletic training prepared him for the challenges of real estate, specifically in the area of cold calling and rejection. “I quickly learned to get comfortable with being uncomfortable,” he said with an assuring smile. “In this line of work, there is rejection on a daily basis, particularly in our lead generation model. We do a lot of lead prospecting and cold calling, and rejection comes with the territory. To get through that, I try to go into the office every day with a positive mindset and collaborate with my team.”

“I work with a wonderful group of people, and we have a ton of fun,” Brad added. “Our office environment is the best I have ever been around. I could have never made this transition without the support from my wife, Kristin, my parents and some really close friends. Even at my age, I still wanted to make sure I wasn’t completely crazy and got my parents’ opinions. My dad spent almost 40 years in the automotive industry at one company, and he was very encouraging. My parents gave me unwavering support, which was reassuring, given the fact that they are pretty conservative. Additionally, I also worked with High-Performing Results Coach Greg Long. He has been phenomenal in helping me both

“

I WORK WITH
A WONDERFUL
GROUP OF
PEOPLE, AND
WE HAVE A TON
OF FUN.

”



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“ I HAVE BEEN ABLE TO HELP ALL KINDS OF PEOPLE, AND THAT IS THE MOST REWARDING PART. ”

personally and professionally because the two are dependent on each other.”

Brad said that, rather than having hundreds of small producers or part-time agents, the team at Saros believes in having full-time, large-producing agents so that, “pound for pound,” they produce as much — if not, more — than other brokerages. “We have a couple of operational colleagues who do a tremendous amount of work to support the business and agents, but as a whole, we are a fully dedicated team,” Brad said.

Brad’s education began at North Carolina State University’s College of Engineering while he played football. He later transferred to Michigan State University and earned a degree in business and supply chain management. “My life changed when I transferred to Michigan State,” he said. “That’s where I met my wife. We now have three beautiful children — Lily, 20, Lainey, 17, and Ethan, 13.”

When he’s not working, Brad is an avid fisherman and enjoys fishing all over the country, specifically in the Florida Keys and Miami. He truly loves spending time with his family, watching his children perform in all of their sports and activities. Furthermore, Brad supports the Run, Walk N Roll for palliative care at C.S Mott Children’s Hospital.

With a passion for real estate, Brad’s decision to pivot his career and join the Saros team has allowed him to fulfill his dream of having a profession that is fully focused on relationship-building. “I have been able to help all kinds of people, and that is the most rewarding part,” he shared. “Some days, I work with millionaires, and other days, I am helping someone find a one-bedroom apartment that is at the top of their budget. I look forward to many more years of deal-making and contributing to our team’s growth.”

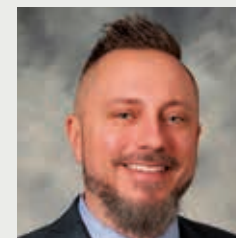
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▶ partner spotlight

MASTERCRAFT

HEATING, COOLING, PLUMBING, & ELECTRICAL

A Business That Runs on Family Values

By Robbyn Moore | Photos by Tracie Seeley with Metro Shores Media

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.



Mastercraft Heating, Cooling, Plumbing and Electrical is a full-service HVAC, plumbing and electrical company for both residential and commercial. They provide 24/7 emergency services with a live person on the phone and have grown to over 80 trucks on the road that service Oakland, Wayne, Macomb, Livingston and Monroe Counties. They also have four buildings located in Redford, Shelby Township, Monroe and Lansing. For more information, visit their website at mastercraftheating.com.

▶ event recap

Backdrop photos provided by Stylish Detroit



**THANK YOU FOR ATTENDING OUR
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AT PARK WEST GALLERY!

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.

Thank you to our Platinum Sponsors — Alliance Title of Michigan, Becky Alley with Capital Mortgage Funding, Brent Green with LMCU, Changing Places Moving, and Lombardo Homes.

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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