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FAQ about *Wichita Real Producers*

Ever since we launched *Wichita Real Producers* in September 2019, I've heard some repeating questions from many of you. Hopefully, this brings some clarity to what we do, how we do it and why we do it. Remember, my door is ALWAYS open to discuss anything regarding our real estate community — this publication is 100% designed to be YOUR voice!

Q: Who receives this magazine?

A: The top 300 Real Estate Agents in Wichita and surrounding areas based on reported performance from the previous year, 1/1/24 - 12/31/24. We cut off the list at #300. As you might imagine, this list changes each year, with a rate of 20% new agents. However, every single agent and a large majority of the commercial agents receive the digital publication on the first of each month via email. *If you aren't receiving these monthly emails, reach out to me.*

Q: What is the process for being featured in this magazine?

A: It's really simple — your fellow peers have nominated every featured agent over the last 66 monthly publications. You can nominate or be nominated by other agents, affiliates, brokers, owners, or office leaders. A nomination currently looks like this: you email us at samantha.lucciarini@n2co.com with the subject "Nomination: (Name of Nominee)." Please explain WHY you are nominating them to be featured. It could be that they have an amazing story that needs to be told, perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way, etc. Once the timing is right, the next step is an interview with us to ensure it's a good fit. If all works out, then we put the wheels in motion.

Q: What does it cost to be featured?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! This is NOT a pay-to-play model.

Q: How can I write an article to be printed?

A: If you are interested in writing an article to contribute your ideas, experience, knowledge, expertise, or stories to the *Wichita Real Producers*

community, please email me. Even if you don't consider yourself a prolific writer, let's talk! I have professionals on staff to help.

Q: Who are the Preferred Partners?

A: Anyone listed as a "Preferred Partner" in the index at the front of the magazine is an integral part of this community. They will have an ad in every issue of the magazine, attend our monthly events, and are a part of our private Facebook group. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One, or several, agents have personally referred every single Preferred Partner you see. We won't even take a meeting with a business that has not been vetted by one of you and has your "stamp of approval," in a sense. Our goal is to create a powerhouse network not only of the best agents in the area but the best businesses as well so we can all grow stronger together.

Q: How can I refer a local business to join WRP as a Preferred Partner?

A: If you know and want to recommend a local business that would like to work with more top real estate agents, please email me at samantha.lucciarini@n2co.com and introduce us! This is the only way we can grow and strengthen this community through your referrals. It's much appreciated!

Q: Is there additional recognition for being a 2025 Wichita Real Producers Top 300 Agent?

A: Absolutely! Just email me for your badge, pictured below. Feel free to use this on any of your marketing or social media. You don't have to brag about how great you are... that's our job!



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WICHITA'S 2025 CLASS OF TOP 300 AGENTS

Every February, we create a new distribution list based on the top 300 Agents from the year before. This means 20% of our 2025 class is receiving a Real Producers publication for the first time. First off, congratulations! Consider it a badge of honor to receive the physical publication. For the past 66 months, we have brought you stories from residential and commercial agents in Wichita and the surrounding areas. We have connected Agents with each other and with our trusted business partners through the magazine, our private events, the Beyond The Pages podcast and several social media platforms.

We are continually working to better our product and services for the entire Wichita real estate community, residential and commercial. Never hesitate to reach out for any reason. Below are some examples we welcome feedback for.

Nominations for features of all kinds:

- **Cover Story** — a top agent in volume and respected by their peers
- **Rising Star** — has been an agent for five years or less and is outperforming most
- **Celebrating Leaders** — they might not even be an agent anymore

but are impacting the industry from a leadership position

- **Niche Agent** — someone that is excelling in a specialty
- **Miscellaneous content** — an agent who has a great background, involvement, or that is making a difference, a unique team, a new brokerage... if it has to do with Wichita real estate, it's important to us!

Our list of Preferred Partners has been personally vetted by the *Wichita Real Producers* team, and every single one of them has been recommended by someone who receives our magazine. The advertising partners are how we keep this magazine *free* for the agent.

Remember, this is NOT a pay-to-play for Licensed Agents. It is a genuine third-party validation.

This company was created to love on the real estate community. We realize that the agent is at the center of all real estate, and a single deal feeds a lot of mouths. Because of our focus on the agent, Real Producers has grown to over 130 locations nationwide in 10 years! We could not have experienced this growth without an engaged readership and devoted advertising partners that committed to building relationships.

So again, if this is your first time receiving the physical publication, welcome to the club! You earned it. Enjoy receiving your copy of *Wichita Real Producers*, and keep crushing it, so you never miss another issue!

Pay attention to your text, emails and social media for announcements about events, happy hours and news. You can find us on Instagram, Facebook, LinkedIn and YouTube. Be sure to follow and subscribe so we can follow you back.



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Mike Gonzales & MTG Family Mortgage

COMMITTED TO CLIENT CARE

WRITTEN BY DAVE DANIELSON

For Michael Gonzales, helping people achieve homeownership and manage their financial futures has been a passion for over two decades. As the Branch Manager of MTG Family Mortgage in Wichita, Kansas, he has witnessed firsthand how financial strategies can transform lives. With a career spanning more than 20 years in the finance and mortgage industries, Gonzales has built a reputation for his dedication to his clients, his team, and the communities he serves.

Recently, Mike visited with Real Producers and shared his thoughts on the business and market.

Q: What are some myths about the mortgage business that you often hear?

Mike: “There are a lot of misconceptions, especially about down payments. A lot of people think you have to put 20% down on a home, but there are actually many low- or zero-down payment options available. It’s important for people to understand that they don’t need to have a huge down payment to purchase a home.”

Q: What do you want people to know about reverse mortgages?

Mike: “A common myth is that reverse mortgages are only for people in financial distress. In reality, reverse mortgages have evolved and are now used as a planning tool for retirement. We have a lot of clients who are more affluent and use them as an insurance or safety net. It’s not about being desperate; it’s about preparing for the future.”

Q: What advice do you have for people looking to invest in real estate?

Mike: “Start as early as you can. Real estate is one of the best ways to build wealth, and the sooner you can get into the market, the better. The longer you wait, the more



you’re potentially losing out on opportunities. Buying a home sets you up for long-term financial security.”

A Journey Built on Relationships and Expertise

Gonzales’ journey into the finance world began in 2000, right after he graduated from school. He started working at a bank, learning the ins and outs of consumer finance. It wasn’t long before a client—who happened to be a loan officer—introduced him to the world of mortgage lending.

“I didn’t have an office when I started,” Gonzales recalls. “I had interviewed for the job and didn’t get it. But I was determined, so I called them and said I’d work without an office. They brought me on, and I ended up breaking their rookie records and became one of their top producers.”

By 2004, Gonzales had established his own branch. However, his business journey has not been without challenges. The 2008 economic downturn changed everything. At one point, his branch had grown to include 20 loan officers. When the

recession hit, he found himself managing a much smaller team, consisting of just himself and his processor.

“It was tough, but it was also an opportunity to rethink how I did business,” Gonzales explains. “I decided to scale back and focus on building a stronger foundation, with support staff working behind the scenes while I worked directly with clients. This change allowed me to rebuild the business and grow in new ways.”

A Focus on Education and Helping Clients

Gonzales’ approach to mortgage lending is deeply rooted in education. He understands that buying a home is one of the biggest financial decisions most people will ever make, and he takes pride in guiding his clients through the process.

“At MTG Family Mortgage, we focus on traditional lending and helping clients manage their debt. We coach them through their situations and help them make informed decisions,” Gonzales says. “It’s not just about selling a mortgage; it’s about making sure our clients understand their options and feel confident in their financial future.”

One of Gonzales’ areas of expertise is reverse mortgages, a product that has evolved significantly over the years. He is a Certified Reverse Mortgage Professional, a distinction that makes him one of the few in Kansas and one of just 200 nationwide to hold this certification. For many, reverse mortgages can seem like an unfamiliar or even intimidating option. However, Gonzales sees them as an essential tool for helping people plan for retirement.

The Importance of Real Estate in Building Wealth

Gonzales is a firm believer in the power of real estate to build wealth. He often educates his clients about the long-term benefits of homeownership, and he strongly advocates for buying homes at the earliest opportunity.

“The average homeowner has a net worth 40 times greater than a renter,” Gonzales explains. “I really believe that real estate is a way to create wealth for yourself and your family. I always encourage people to buy a home as soon as they’re able. Real estate values have consistently gone up over time, and in no point in history has there ever been a decade where homeowners lost money over a 10-year period. Owning a home can set you up for a more secure future, and it can help ensure that your children will also have the opportunity to own property.”

Through his work at MTG Family Mortgage, Gonzales aims to educate and empower people to make smart financial decisions that benefit them and their families for years to come.

The MTG Family Mortgage Team

MTG represents Michael, Tammy and Gonzales. While Gonzales is the face of MTG Family Mortgage, he’s quick

to credit his team for their role in the branch’s success. “We are a small team, but we are mighty,” he says proudly. “I’m the licensed loan officer, so I work directly with clients on loan consultations. Rea is my loan partner, and Cindy, our processor, keeps everything moving smoothly. Tammy, my wife, handles our marketing, and she’s supported by her assistant Dash.”

Despite the smaller size, Gonzales’ team is one of the top-performing mortgage teams in both the county and the state. The focus on collaboration and support behind the scenes allows Gonzales to provide a personalized experience for each of his clients, ensuring that their mortgage process is as seamless and efficient as possible.



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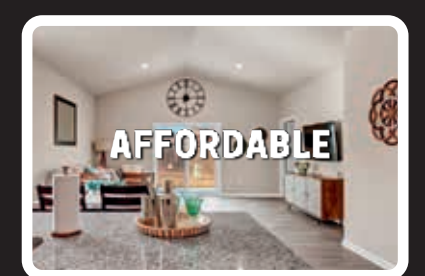
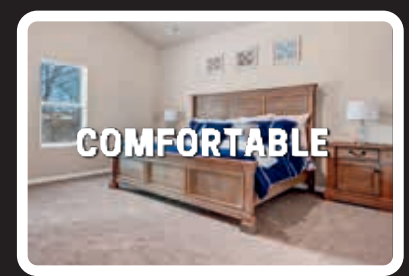

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TIM & DIANE Stockton

Family Spirit

PHOTOS BY ALLIE HENWOOD • WRITTEN BY DAVE DANIELSON



Tim and Diane Stockton build their success story by sharing their love for homes, their unique skills, and their faith with every client they work with. Together, as agents with Heritage 1st Realty, they've built a career rooted in family, design, and a genuine desire to help others find their perfect home.

A Partnership Built on Design and Experience

Tim and Diane's journey into real estate began long before they became licensed agents in 2017. Both have always had a passion for homes and design. Tim, with his entrepreneurial spirit, has had a long career in residential design, running his own business for over 22 years. "I've been working with houses my whole life," Tim explains. "We've built and remodeled homes over time, and we decided to put our knowledge to work to help clients make the best decisions for themselves."

Diane, who has supported Tim's design business over the years, has always had a keen eye for detail and a passion for working with people. The couple has always worked hand-in-hand, whether it was in home design or in their real estate venture. "When we work together on design, that's when the houses come together perfectly," Diane explains. "Tim will ask for my thoughts on floor plans, and we feed off each other's ideas to come up with a great result for our clients."

Their shared background in design and real estate made the transition into their careers as real estate agents feel natural. When the economy was lagging a bit in 2017, Tim and Diane decided to take the plunge and get their real estate licenses together. "We went to class and got our licenses at the same time," Tim says. "It was an exciting new chapter for us."

How They Met: A Love Story That Began in Church

The Stockton couple's love story is just as unique as their career. Tim and Diane met in church, where Diane was a member of the choir. "I thought to myself, 'I need a girl like that someday,'" Tim recalls with a smile. At the time, Tim and Diane were both working on their degree at Wichita State University.



One day, while working at a computer terminal, Tim looked up and noticed Diane. Their eyes met, and from that moment on, they were inseparable.

“I went over and introduced myself, and we spent the afternoon talking,” Tim says. “The next day, we spent the entire day together. A year and a half later, we were married.” Their connection, founded on shared values and faith, has only grown stronger over the years as they’ve worked together both at home and in their real estate business.

A Perfect Complement: Combining Strengths in Real Estate

Tim and Diane’s complementary skill sets make them a powerful team in the real estate industry. Tim tends to focus more on sellers, contracts, paperwork, and negotiations, while Diane excels at working with clients to find their perfect homes. “I love the treasure hunt aspect of helping people find the perfect house,” Diane says. “It’s an exciting process for me.”

Tim, on the other hand, enjoys the business side of real estate, working with sellers to get their properties ready for sale and negotiating the best deals. “I take care of the paperwork and the behind-the-scenes work that helps our clients through the selling process,” Tim explains. “Diane handles the fun part—showing the houses and helping clients envision their futures in a new home.”

Together, they make a well-rounded team, able to offer a full range of services to their clients, ensuring that every aspect of the home buying or selling process is handled with care and expertise. They believe their success comes from working with honesty, trust, and a deep commitment to their clients’ best interests.

Family and Hobbies: A Balance Between Work and Life

While Tim and Diane are passionate about their careers, family is at the heart of everything they do. The couple has four daughters, all of whom have helped shape their approach to life and work. “Our family is the most important thing to us,” Diane says. “We’ve always worked together well, and we’re grateful for the support we’ve received from our girls.”

When they’re not helping clients, Tim and Diane enjoy spending time together and with their family. They share a love for antique shopping, often looking for treasures to add to their collection.

“We have a lot of antiques in our homes,” Diane says. “It’s fun searching for pieces that have character and history.”

Tim also enjoys woodworking and has a shop where he spends his free time. “When I see something made well, I really appreciate the craftsmanship,” he says. In fact, Tim’s woodworking skills come in handy



“We’re here to help people and show the love of Jesus through the work we do. We believe our clients are brought into our lives for a reason.”

when it comes to closing gifts for their clients. “We like to make personalized gifts for our clients,” he shares. “I make custom pens and letter openers as a way to give them something useful and meaningful.”

The couple’s home is also a testament to their love for design. “I’ve designed our house plans for two of our properties,” Tim says. “For our first house, we did everything from design to nearly every aspect of construction.” They’ve been in their current home for 21 years and designed it entirely themselves. “It’s a place we’re really proud of,” Diane adds.

Living Their Faith Through Business

For Tim and Diane, real estate is about more than just business—it’s about serving others and living their faith. “For us, this is as much a ministry as it is a business,” Tim says. “We’re here to help people and show the love of Jesus through the work we do. We believe our clients are brought into our lives for a reason.”

Their approach is rooted in trust, honesty, and a desire to make a difference. “We are very trustworthy and honest, and we show the love of God through every transaction,” Diane says. “That’s why we do what we do. It’s not just about buying and selling homes; it’s about building relationships and helping people in meaningful ways.”

Advice for Aspiring Real Estate Agents

With years of experience in the housing and real estate industry, Tim and Diane have valuable advice for those looking to start their own careers in real estate. “Stay committed to your goals,” Tim advises. “This business takes time, but if you put in the effort and stay consistent, you’ll see success.” Diane adds, “Be open to learning, and always approach every client with a spirit of service.”

Together, Tim and Diane Stockton are not just building a successful real estate business—they’re making a lasting impact on their community and living out their values with every transaction.



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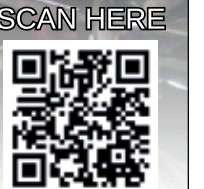
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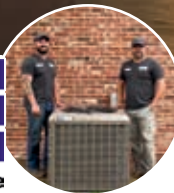
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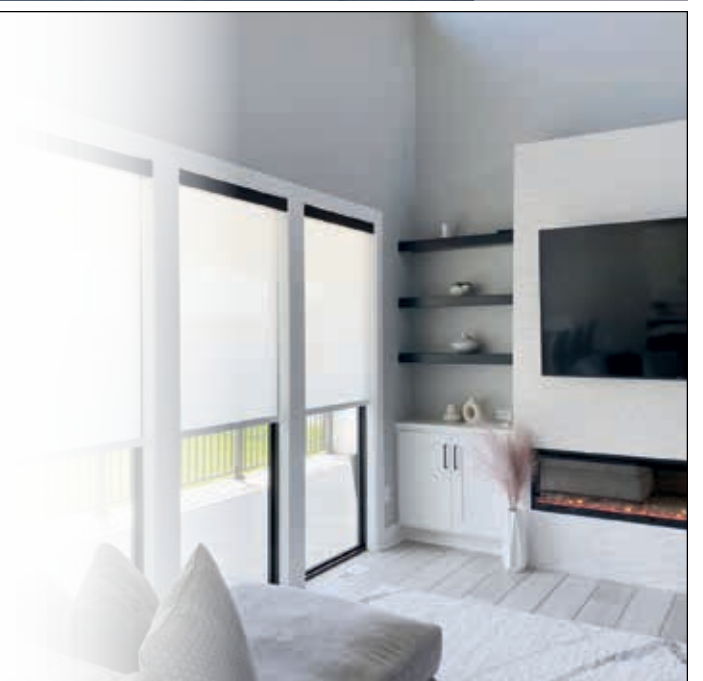
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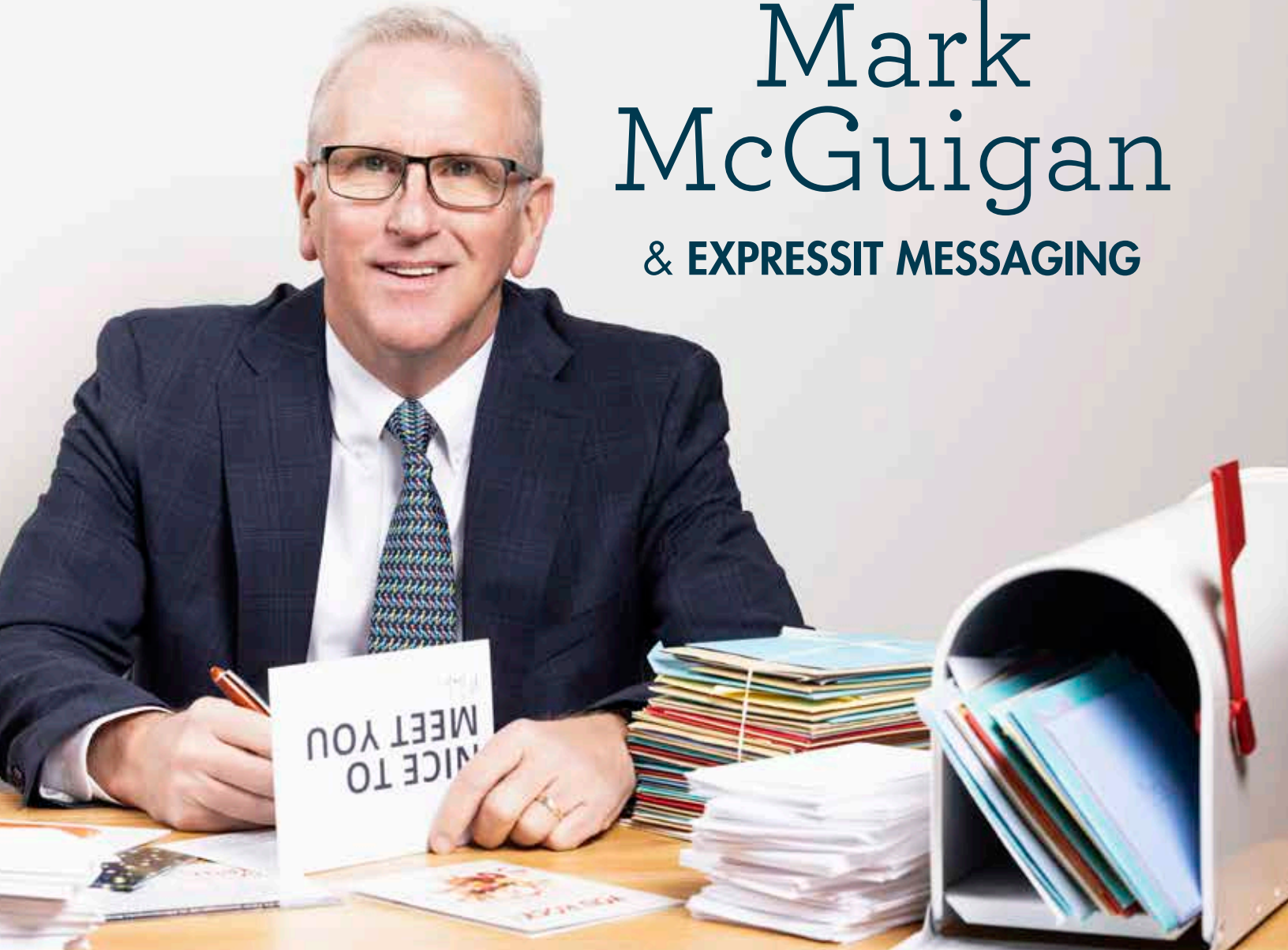
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Building Bonds Day by Day

PHOTOS BY AARON PATTON • WRITTEN BY DAVE DANIELSON

In an age where marketing has become increasingly digital, it's easy to overlook the power of personal connection. But Mark McGuigan, owner of ExpressIt Messaging, knows that strong relationships are the backbone of any successful business. With a background in marketing and a deep commitment to service, McGuigan has spent years helping businesses maintain lasting connections with their clients.

The Foundation of a Service-Oriented Career

Mark McGuigan's journey into the world of relationship-based marketing was inspired by his own father, who worked in sales. "I saw my dad stay in touch with people, and it had a lasting impact," McGuigan says. "I've always believed that relationships are key to success in any field, and that belief has guided my career." With

a degree in marketing, McGuigan was well-equipped to launch his own business, but it is his service-oriented mindset that truly sets him apart.

Around 20 years ago, McGuigan began experimenting with a web-based system to send post cards to encourage people to visit his trade show booth. The idea was simple: drive prospects to the booth, provide prospects with a



sample of his work, start a conversation, and nurture the relationship by using the same web-based system to send direct mail to follow up. This method of blending personal interaction with a professional product and follow up helped him stand out and grow, and it laid the foundation for what would eventually become ExpressIt Messaging.

What is ExpressIt Messaging?

ExpressIt Messaging is built on the idea that businesses need to be deliberate to stay in touch with their clients, not just at the point of sale but throughout the entire customer journey. Most agree it is important, but don't have a system. "They think it is too costly or time consuming." After a successful decade-long career as a financial advisor, McGuigan retired and moved to be closer to his children. It was then that he decided to focus full-time on helping businesses maintain meaningful communication with their clients.

"I help my clients stay in touch with their existing clients and find new customers through referrals," McGuigan explains. "In industries like real estate, it's important to stay in contact after the transaction is complete because that next transaction may not happen for years. If you want repeat business, you need to keep that relationship alive."

At its core, ExpressIt Messaging uses a marketing software platform that allows businesses to find and keep customers. Qualified prospects come from selecting a geographic area along with demographic criteria such as homeowners with a specific income, home value, credit score, length of time in home, plus more. From this list, or a customer's existing

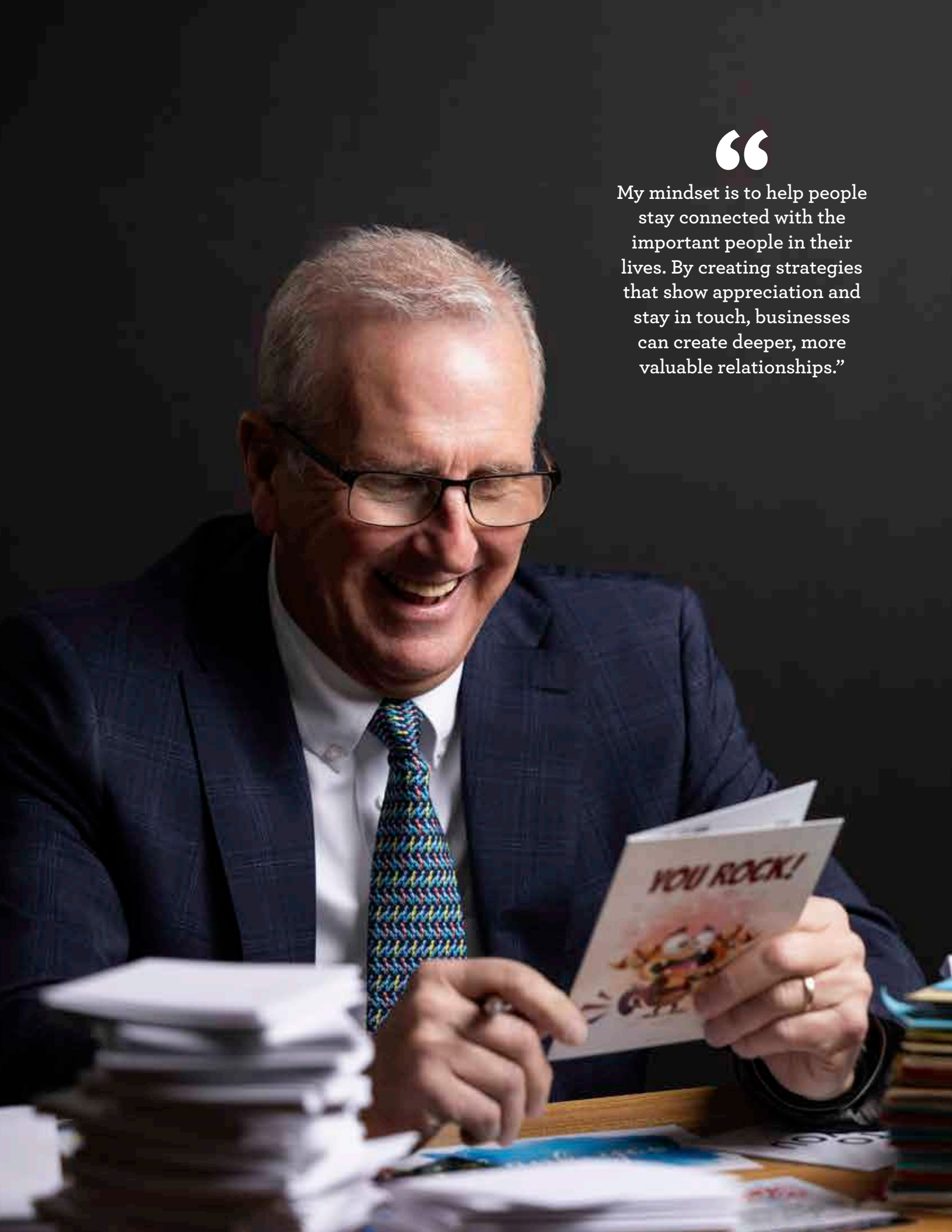


database, the software enables mailing postcards, Greeting cards, flyers and gifts that are customized and scheduled to meet specific goals for each customer list. Whether it's real estate, financial services, or other industries, McGuigan's goal is to help clients grow their businesses by using technology to send mailings and gifts that are both automated and personal at the same time.

Building Relationships Through Targeted Communication

One of the keys to McGuigan's success is his ability to understand his clients' goals and design marketing strategies that meet those needs.

"I like trying to take a goal or a person's needs and design something that will address that and solve the problem," he says. His approach



“

My mindset is to help people stay connected with the important people in their lives. By creating strategies that show appreciation and stay in touch, businesses can create deeper, more valuable relationships.”

begins with a conversation. He sits down with each client to learn about their business, their client base, and their long-term objectives.

“I believe a business should break their database into categories—A clients, B clients, and so on,” McGuigan explains. “From there, we create a strategy that aligns with their budget and objectives. It’s all about understanding the lifetime value of a client and developing a plan that ensures that value is maximized.”

McGuigan’s philosophy is simple but effective: businesses should focus on saying “thank you” to their clients, making sure to communicate in meaningful ways throughout the year. “My mindset is to help people stay connected with the important people in their lives,” he says. “By creating strategies that show appreciation and stay in touch, businesses can create deeper, more valuable relationships.”

A Personalized Approach with Automation

The market is filled with impersonal automated systems that promise to simplify marketing. However, McGuigan’s approach sets itself apart by combining automation with customization. “There are a lot of systems out there, but our platform allows people to receive tangible and customized items which are designed and delivered in an automated process,” he says. “The magic happens when we (my clients and I) work together to create messages that are targeted but also reflect my client’s personality.”

ExpressIt Messaging has seen the combination of automation, customization, and targeted messages produce results. This happens when McGuigan works closely with each client to design a strategy, agree on a budget, and provide support along the



way. The result is a seamless system that allows businesses to strengthen relationships with minimal effort.

“This approach works well on top of other marketing activities, and helps solidify relationships, making sure that clients feel valued long after the initial transaction,” McGuigan says.

Family and Business: A Balanced Life

While McGuigan is passionate about helping businesses grow, he’s equally committed to his family. He and his wife, Kelly, who is a retired school teacher, have built a life centered around family and mutual support. “I want to treat people the way I would want them to treat me—with respect,” he says. “I always keep that in mind, both in business and in life. We help each other prosper.”

Kelly’s background in teaching and Mark’s service-oriented mindset make them a great team, even if Kelly is now retired from teaching. They enjoy spending time with their family, and Mark’s commitment to providing excellent service to his clients extends to all aspects of his life.

Helping Clients Grow Through Communication

For McGuigan, the ultimate goal of ExpressIt Messaging is not just helping businesses make sales—it’s about making those sales last. “I want my clients to have an enjoyable, profitable experience,” he says. “I’m someone they can count on to work hard for them and help them reach their goals.” With a focus on service, respect, and genuine relationship-building, McGuigan is able to deliver a marketing approach that helps businesses create long-term connections with their clients. “What I do is use technology applied to a proven high touch concept. This is not direct mail of 15 or 20 years ago.”

“My job is to help my clients get the most value out of their relationships,” McGuigan says. “And that means going beyond just making a sale. It’s about ensuring that clients feel appreciated and stay connected with businesses that truly care.”

Final Thoughts

In a world where automated electronic messages and impersonal interactions have become the norm, Mark McGuigan is a reminder that real business growth happens when people connect on a personal level. Through ExpressIt Messaging, McGuigan helps clients foster meaningful relationships that endure over time—creating success not just for businesses, but for the people they serve.

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Oricel & Josh Iron Wing

A Duo That Gets Things Done with Heart

PHOTOS BY KIM STIFFLER
WRITTEN BY
DAVE DANIELSON

For Oricel and Josh Iron Wing, their success isn't just about business—it's about their shared values, their love for helping others, and their ability to build a meaningful partnership in both their personal and professional lives.

The Journey to Real Estate

Oricel Iron Wing's journey to real estate started long before she obtained her license in December 2016. "Before real estate, my interest in the market grew from when I first became a homeowner and we would buy a home, do general updates, and then sell them," she explains. This hands-on experience provided her with the knowledge and skills necessary to enter the real estate market. When she began working in real estate, she knew she needed help, and the brokerage she joined encouraged her to pursue her license. "I was looking for guidance when I first started. The company I worked with suggested I get my license, and I went for it."



Josh, on the other hand, comes from a different background. He had a successful career as a chef traveling across the US before deciding to enter the real estate industry. "I had worked in the culinary world for years, then decided to go back to school and get my business degree. From that, I transitioned into business forecasting for a manufacturing company," Josh says. His expertise in business strategy and planning has added an important

dimension to their partnership. Recently, Josh obtained his real estate license, and the couple is excited to begin working on deals together in the future.

A Serendipitous Meeting

The story of how Oricel and Josh met is as heartwarming as their partnership. According to Oricel, it all began with a joke. "My manager and friend, who was previously a highschool teacher, asked me to sell her

house. She joked that if I did, she would help me find a boyfriend. Years later, that joke became reality and she introduced me to Josh, who had been one of her students years earlier." It was not a joke, but fate that brought them together, and from that moment on, they became inseparable.

Their connection grew over time, built on shared experiences and similar goals. Their relationship has blossomed into both a personal and professional partnership, and together, they are building a successful real estate career that helps others find their dream homes.

Complementary Strengths and Shared Values

Oricel and Josh's ability to work well together is a testament to their shared values and complementary strengths. "We have the same values and work ethic," Oricel shares. "We make a very good team working together." While Oricel is known for being a hard worker, she praises Josh for his creativity and persistence. "Josh is very creative, and whatever he gets in his mind, he follows through and makes it happen. He doesn't take no for an answer."

Josh, on the other hand, appreciates Oricel's dedication. "She's a workaholic, and she truly cares about what she does," he says. "Both of us care deeply about what we do, and we do it from the bottom of our hearts."

This mutual respect and admiration fuel their shared success in real estate. Their teamwork and drive help them navigate the ups and downs of the industry with confidence.

Family First

Family is at the heart of everything the Iron Wings do, both in business and in



“
In this industry, there will be ups and downs, but you've got to keep pushing forward. Don't give up.”



their personal lives. Oricel has two sons from her previous marriage: **Kevin**, her oldest, who lives in California, became a private pilot at the age of 19, and now is working toward becoming a commercial pilot.

Her youngest son Brian, is a 17-year-old who has already signed up for the U.S. Army. “He did basic training and will start at Wichita State University next year. He’s driven and already has a plan for when he’ll retire and what he needs to do to get there,” Oricel says with pride.

The Iron Wings value their time spent with family and enjoy the



simple pleasures of life. Oricel is passionate about fitness and gardening, while Josh enjoys woodworking and playing golf. Both find joy in spending quality time with their family and appreciate the balance between their work and personal lives.

Giving Back to the Community

For Oricel, giving back to the community is an essential part of life. She volunteers with the Wichita Animal Action League (WAAL), helping with animal welfare efforts in the area. “It’s important to me to give back and help the community however I can,” she says. This commitment to service also translates into her

professional life, where she strives to make a difference for her clients, helping them navigate the complexities of buying or selling a home with integrity and care.

Advice for Aspiring Real Estate Agents

As seasoned professionals, Oricel and Josh have valuable advice for those entering the real estate industry. “My advice would be to be open to learning as much as you can,” Oricel shares. “Put your heart into it, and approach it with a spirit of service.” She emphasizes the importance of being a lifelong learner and staying open to new ideas in order to grow and succeed in the field.



Josh adds to this by emphasizing the importance of persistence. “In this industry, there will be ups and downs, but you’ve got to keep pushing forward. Don’t give up,” he advises. “Success comes to those who are determined and willing to put in the work.”

A Story of Resilience

Oricel’s personal journey is one of resilience and faith. “When I came to the U.S., I had just a suitcase and no idea what would happen,” she recalls. “But anything that you put your mind to is possible with hard work and faith.” After many personal and professional obstacles she had to overcome, Oricel had nothing but determination to build a better life for herself and her family. “Thanks to God, we now have a successful life, and I’m incredibly grateful for everything we’ve achieved.”

As a couple, Oricel and Josh Iron Wing are not only creating a successful business but also living a life full of purpose, love, and commitment to their community and family.

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Pam & Rob Roy

PHOTOS BY JENNIFER RUGGLES • WRITTEN BY DAVE DANIELSON

One of the true rewards of life is doing what you enjoy. Doing it with those you love means the world.

That's the dynamic at work with Pam and Rob Roy with Keller Williams Hometown Partners.

With decades of experience in construction and a shared passion for helping others, the couple has made a lasting impact on both their community and the real estate industry. Together, they have spent years putting families into homes, building houses, and creating relationships that go beyond just business transactions.

A Shared Path in Life and Business

Pam and Rob's journey began in the 1970s when they first met. Rob, originally from Belle Plaine, Kansas, and Pam, from nearby Derby, crossed paths while Pam was out on a drive with a girlfriend. They caught each other's attention at a stop sign, and, as they say, the rest is history.

"We've been married for 46 years now," says Pam with a smile. "It's amazing how time flies."

Their life together has always revolved around family, home-building, and business. Rob worked as a contractor, running framing and basement crews, with their children helping out along the way. In the late 1990s, Rob decided to pursue his contractor's license. Pam, at the time a stay-at-home mom who helped Rob with the business's books and phone calls, began to help out by hosting for-sale-by-owner open houses for their properties.

"After a few years, Rob and our son Josh encouraged me to get my real estate license. It was a bit nerve-wracking at first because I had never done anything like it before," Pam recalls. "I had worked in telemarketing for a time, but jumping into real estate was a whole new world for me. However, I decided to take the leap, and it turned

out to be one of the best decisions I've made."

Rob's experience in construction and Pam's new role as a licensed agent created a perfect synergy. Together, they could provide their clients with a unique perspective on both the building and buying process,

offering expertise that goes beyond traditional real estate services.

What They Love About the Business

One of the things Pam and Rob love most about their work is the opportunity to spend time together. As a couple, they share similar



A LEGACY OF LOVE
& LEADERSHIP

“

WE'VE ALWAYS BELIEVED
IN HELPING OTHERS,
WHETHER IT'S THROUGH
VOLUNTEERING,
DONATIONS, OR SIMPLY
BEING THERE FOR
PEOPLE IN NEED.”



interests, and this extends to their work in real estate.

“We really enjoy being able to work together and play together,” says Rob. “It’s wonderful knowing we’re having a positive impact on the community by helping families find homes.”

Pam adds, “We also love that we’re able to bring our skills to the table in a way that benefits our clients. I’m a visual person, so I often need to see things on paper to understand them. Rob, on the other hand, can look at a blueprint and instantly see the finished product, the house fully decorated and ready for someone to move in. It’s that balance of skills that makes working together so enjoyable.”

Rob and Pam take pride in ensuring their clients have a seamless experience, from the moment they begin their search for a new home to the moment they sign on the dotted line. Their combined knowledge of construction and real estate helps them make the process smoother and more efficient.

“We’re building homes the way we would want them to be,” Rob explains. “It’s all about the little extras—the behind-the-scenes touches—that make a house a home.”

Family: The Foundation of Their Work and Life

Family is at the core of everything the Roys do. They have four sons: Josh, who is also a licensed agent; Bryce and Ryan, who work in the building business; and Colin, who works in physics. All of their sons live locally, and Sundays are reserved for family dinners.



“We’re a very close-knit family, and it’s important to us to spend time together,” says Pam. “The kids all come over for dinner every Sunday, and that’s one of the highlights of our week.”

In addition to family meals, the Roys enjoy traveling together. Every year, they take a fishing trip to Missouri, a tradition they’ve maintained for the past 15 years. Their family has grown to include

eight grandchildren, with the ninth on the way.

“Family is everything to us. We love spending time with our kids and grandkids, and it’s so important to keep those bonds strong,” says Rob.

Community Involvement and Giving Back

Pam and Rob’s commitment to their community extends beyond their business. They are active in organizations



a difference in the lives of others, whether it’s in the form of providing a home or helping those less fortunate.”

Advice for Aspiring Agents

When asked about advice for newcomers in the real estate business, Pam and Rob have a few key pieces of wisdom to share.

“First, attend seminars, meetings, and training. There is always something new to learn, and the industry is constantly changing,” Rob advises. “It’s important to stay current on trends and regulations so you can serve your clients effectively.”

Pam adds, “And always take care of your clients. Realize the importance of what you’re doing. Buying a home is one of the biggest investments in someone’s life, so treat it with care. Make sure the experience is as smooth and stress-free as possible.”

A Remarkable Experience

In 2016, the Roys had an opportunity to take part in a life-changing experience. Along with their sons, they attended a Tony Robbins conference and participated in the famous firewalk—a ritual where participants walk across hot coals. Pam and Rob look back on this event with fond memories.

“It was such a remarkable experience,” Pam says. “Sharing it with our sons made it even more special. It was a way for us to grow together, both personally and as a family.”

Congratulations to Pam and Rob for building a true legacy of love and leadership together.



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Asa & Brittanie

PECHIN

Growing Together



PHOTOS BY AARON PATTON
WRITTEN BY DAVE DANIELSON

As a newly wed couple, Asa and Brittanie Pechin represent the ideals that make any leading duo successful. Each day, they bring their individual abilities and contributions together to help those around them. In turn, they demonstrate the power of what can be accomplished when two people grow together.

This dynamic duo has accumulated impressive accolades, built a thriving team, and forged meaningful relationships that have made them pillars in their community. Together, they bring a unique blend of passion, dedication, and ambition that has propelled them to a combined career volume of \$52 million in real estate sales.

A Growing Legacy of Excellence
2025 marks Asa's fifth year in real estate, and Brittanie will celebrate her fourth. Over the past few years, they have consistently exceeded expectations with team members Aylin Torres and Abby Reyes ... with the team closing \$21 million in transactions in 2024 alone. Their success is a testament to their hard work and relentless pursuit of excellence. Along the way, they have earned prestigious awards, including multiple RSCK Masters Circle and President's Club honors, the 2024 RSCK Diamond award (pending), and recognition in JPAR's Sapphire and Diamond Circles of Excellence.

But these accolades are more than just numbers and trophies—they reflect the couples' passion for their work and their genuine desire to make a positive impact on others. "It's an amazing feeling to help someone achieve one of the biggest milestones of their life," Asa says. "Handing over the keys to a new home is the cherry on top."



A Family Legacy and Personal Growth

Asa's journey into real estate was shaped by his entrepreneurial roots. Raised in Derby, Kansas, in a family of business owners, Asa was surrounded by a culture of hard work and resilience. His father, a builder, and his mother, an interior designer, instilled in him a passion for the industry.

"I grew up helping with duplexes and spec homes, doing everything from shoveling dirt to making sure subcontractors showed up on time," he recalls. "That's where I developed an interest in the investment side of real estate."

While attending Wichita State University, Asa studied finance with

an emphasis on real estate and was encouraged by his father to get his real estate license. He initially didn't intend to pursue a career in real estate full-time, but after realizing how much he enjoyed helping others achieve their real estate goals, Asa dove headfirst into the business.

Brittanie's path to real estate was also rooted in a desire to help others. Growing up in Wichita, Kansas, she had always dreamed of running her own business. After spending years managing a Panera restaurant, where she honed her leadership and people skills, Brittanie was inspired by Asa's success and decided to take the leap into real estate.

"Asa inspired me with his words," she says. "He encouraged me to follow my dreams, and now we're building our business together. It's the best decision I ever made."

Passion for People and Impact

Both Asa and Brittanie share a deep passion for helping others. From their early careers in customer service and management, they learned the value of coaching, mentoring, and creating an impact in the lives of others. Today, they continue this philosophy by helping individuals and families achieve their goals of property ownership, and by guiding their team members to success.

"We're not just Agents—we're partners in our clients' journeys," Brittanie explains. "Building lifelong relationships and seeing our clients achieve their dreams is incredibly rewarding. We love knowing that we played a part in making someone's vision a reality."

As a husband-and-wife team, they've seen firsthand the importance of supporting each other. Asa credits his wife for playing an essential role in their success, while Brittanie admires Asa's unwavering commitment and guidance. "We complement each other in so many ways," she says. "It's incredible to work alongside someone who shares the same goals and vision for the future."



Together, they've built a team of four agents who share their values and work tirelessly to provide exceptional service. "We've learned so much through trial and error," Asa reflects. "Now we're focused on creating systems and processes that ensure continued growth and success for our team."

A Holistic Approach to Real Estate

The Pechin's approach to real estate is holistic. They work in a variety of areas, including residential sales, new construction, commercial real estate, leasing, and land transactions. This broad range allows them to serve a diverse clientele and continuously expand their expertise. "Being able to serve our clients across multiple areas of real estate is one of the things that sets us apart," Asa explains.

Their brokerage, JPAR, has been instrumental in allowing them to diversify their business. "We're lucky to work at a brokerage that supports us in expanding beyond residential real estate," says Brittanie. "It's been a great fit for us and has allowed us to serve clients in a variety of ways."

Overcoming Challenges and Growing Together

While the Pechin's journey to success has been nothing short of remarkable, they've faced their share of challenges. "We knew we needed to add to our team to provide the best service possible for our clients to continue to be efficient," Brittanie says. "While continuing to grow, we have added to our team with Aylin Torres and Abby Reyes, offering a wide skill set to bring to the team and contributing to our growth while taking on additional roles/managing paperwork, and assisting with showings as needed. We can now assist the Spanish-speaking community and ASL with the help of our teammates." As their business expanded, they had to develop new systems, trust their team members, and adapt to changing needs. Brittanie says, "It's a constant learning process, but we're always improving and looking for ways to better serve our clients."

The Pechin's are excited about the future. Their plans for 2025 include further team expansion, better client service, and increased focus on personal growth. "We're excited to see what the next year holds," Asa says. "We're committed to continuing our growth and making a positive impact in our community."

Giving Back to the Community

At the heart of everything Asa and Brittanie do is a deep commitment to their community. They both actively volunteer and make time for their loved ones. Whether it's spending time with family, hiking, or volunteering in their church's kids' ministry, the Pechin's understand the value of giving back. "We're here to help others in any way we can," says Asa. "Real estate gives us the flexibility to do that."

**"We're not just Agents—
we're partners in our
clients' journeys."**



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