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Happy New Year, Wichita Real Producers!



As we kick off 2025, I can't help but feel a surge of excitement for what's ahead. This is the season of fresh starts, big dreams, and ambitious goals—and here at *Wichita Real Producers*, we're ready to fuel your fire with connection, collaboration, and a whole lot of celebration!

First, let's give a round of applause to all of YOU—our top-producing agents, brokers, and real estate rockstars. Last year was filled with record sales, new partnerships, and growth that continues

to amaze me. Your hard work doesn't just change lives; it shapes the future of our community. So here's to you: the hustlers, the closers, and the dream makers.

Now, onto some exciting news for 2025! Alongside our wildly popular monthly happy hours for residential agents (yes, they're staying—don't worry!), we're thrilled to announce a brand-new opportunity: exclusive *commercial agent-only networking events*. These gatherings are designed specifically for those navigating the world of commercial real estate. Whether you're scouting for the next big development or looking for like-minded professionals to brainstorm with, these events are your ticket to building the connections that matter most.

Our first commercial networking event is coming this quarter, and let me just say—it's going to be a game-changer. Stay tuned for details in your inbox and on social media soon!

As we dive into the new year, remember: this industry is all about relationships. The deals may bring in the dollars, but it's the people who create the magic. So, take the time to nurture your connections, build each other up, and never stop dreaming big.

2025 is going to be a year of opportunity, growth, and a whole lot of fun. Let's tackle it together with positivity, persistence, and maybe a little champagne to celebrate the wins along the way.

Here's to an incredible year ahead—cheers, *Wichita Real Producers!*

See you at the Real Estate Awards Gala on 2.15.25!

Samantha Lucciarini
Publisher,
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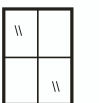
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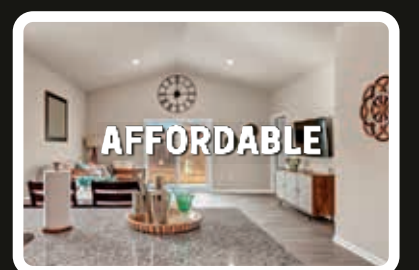
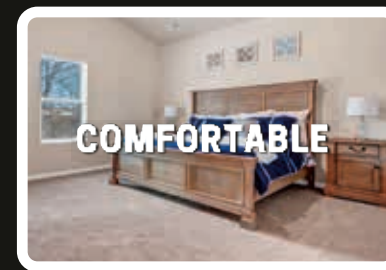


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SHEPHERD INSURANCE GROUP

PHOTOS BY AARON PATTON
WRITTEN BY DAVE DANIELSON
AND HEIDI HOLLE-WILLIAMS

Pulling Together

Tats Shepherd and Heidi Holle-Williams are co-owners of Shepherd Insurance Group. They have built a record of results by pulling together with a shared set of values—trust, hospitality, community, and a dedication to simplified

service. These principles have shaped not only their thriving business but also their enduring friendship and effective partnership. As Shepherd Insurance Group nears its five-year anniversary, Tats and Heidi reflect on their journey



defined by resilience. They have weathered market fluctuations, the challenges of COVID-19, and the ups and downs of an ever-evolving insurance industry. Their guiding principle remains simple but powerful: relationships matter.

FROM FRIENDS TO BUSINESS PARTNERS

In 2009, Heidi relocated to her Kansas roots. Unbeknownst to her, the move into a thriving family-friendly Wichita neighborhood would be the start of a now fifteen-year friendship and business partnership. Tats lived just across the street and the two found themselves fast friends as they bonded over a shared love of family, great food, wine, and entertaining. This affinity would eventually

become the foundation of their business partnership.

Fast-forward to August 2020, the two were disgruntled with the limited options they had to serve customers in their single-carrier, captive insurance agencies. Driven by a vision to provide clients with more choices, Tats and Heidi launched Shepherd Insurance Group. The group is an independent brokerage with connections to hundreds of insurance carriers. Initially, they were joined by just two other team members. Today, the team has blossomed to ten fully licensed staff members in their local Wichita office as well as eight partner agents across the state. Together, they expanded to serve clients across seven states: Kansas, Texas, Oklahoma,

Missouri, Nebraska, Colorado and Arizona.

When prospective clients are referred to their office, any team member can assist immediately, thanks to their licensing and expertise. The team's mission is to simplify the insurance process by doing all the shopping for their customers and educating them on their options. This approach not only saves clients money but also spares them time and hassle.

While they acknowledge that the insurance industry has been “absolutely brutal” for the last couple of years due to wild weather, rising inflation, and the lingering effects of the pandemic, Tats and Heidi remain positive. “We started small,” Tats recalls. “But we knew if we

focused on building strong relationships and stayed adaptable, we could weather any storm.” Heidi echoes that sentiment, noting that their agency's success isn't solely due to strategic planning. It's rooted in the community they've cultivated, particularly with local Real Estate Agents.

“We have come to call many of our real estate partners friends,” Tats adds. “They have helped us reach where we are today, and we want to support them in the same way.”

A COMMITMENT TO THE REAL ESTATE COMMUNITY

One of the core pillars of Shepherd Insurance Group's success has been their close-knit partnership with the real estate community.





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“We wouldn’t be where we are without the support we get from real estate agents and other partners in the industry,” Heidi acknowledges. For Tats and Heidi, working closely with real estate agents has allowed them to be part of one of the most important milestones in people’s lives—their home purchase.

“It’s incredibly gratifying to be involved in what is often the biggest purchase most people will make in their lifetime,” Heidi says. “Being trusted to help protect that investment is very special. We don’t just want to

make the process easy—we want to make it stress-free. When an Agent trusts us with their client, we hope to check the insurance box off efficiently with exceptional customer service and get them to the closing table.”

For Tats, the relationships with both clients and Agents are what make the job so rewarding. “Insurance is just one piece of the puzzle,” she notes. “But the trust that clients place in their Agents is so significant. We understand that, and that’s why we go above and beyond to serve them and their clients. It’s not just



about business—it’s about the people.”

A VISION OF COMMUNITY AND CELEBRATION

Tats and Heidi often joke that their friendship is

based solely on a love of good food formed in their neighborhood all those years ago. But today, anyone watching these two banter back and forth can tell there’s much more to their

unique bond. Heidi teases Tats for ordering “enough food to feed an army,” while Tats chastises Heidi’s speed-eating skills, sighing, “Do you even chew?” Beyond the good-natured ribbing, this duo has spent countless hours building not only dinner menus but also business plans. They have a vision for their team to serve not only their clients but also the referral partners who trust them. Their love of food, entertaining, and genuine hospitality has become something that they want to pour into their real estate alliance.

This passion for community has inspired their latest venture: an awards gala for Wichita’s real estate community. Hosted in collaboration with *Wichita Real Producers*, the gala is set for February 15, 2025, at the Kansas Star Casino. (Save the date!) The evening will feature gourmet fare, an open bar, dueling pianos, exciting giveaways, and peer-voted awards boosted by local influencers. This event is all about celebrating agents and building relationships.

“We’re excited to take our love for food, hospitality,

and celebration to the next level,” says Tats. “It’s going to be a night where we can recognize the hard work of the real estate community and build even stronger relationships with our partners.”

LOOKING TO THE FUTURE

As Shepherd Insurance Group continues to grow, Tats and Heidi remain deeply committed to providing personalized, reliable service to their clients. Whether guiding clients through the complexities of insurance or helping them navigate the challenges

of buying a home, their focus remains on making each interaction as smooth and positive as possible.

As Shepherd Insurance Group moves forward, it’s clear that the bonds Tats and Heidi have formed with their team, clients, and the local real estate community will continue to be the driving force behind their success. And whether it’s sharing a meal or celebrating achievements, these two know that the best things in life are built on a foundation of trust, community, and a little bit of humor.

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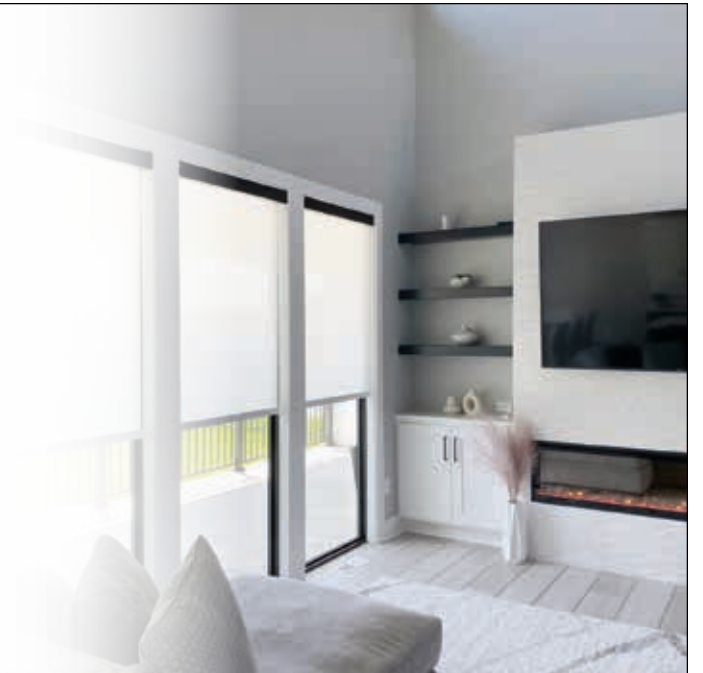
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Dustin Lynam

Reaching New Horizons

PHOTOS BY JENNIFER RUGGLES
WRITTEN BY DAVE DANIELSON



An Active Beginning

Dustin's first year as a Licensed Agent was a whirlwind. He started with a firm, but quickly found himself feeling unsupported and alone in navigating the industry. "There were a lot of questions, and I didn't feel like I had the mentorship or resources I needed," he recalls. But that didn't deter him. He took matters into his own hands and began door knocking, an effort that ultimately led him to some unexpected opportunities.

One of his stops was the CEO of a local Keller Williams, who took notice of Dustin's determination. "That led to 12 deals in my first year and eventually a move to Keller Williams," he explains. The relationships he built through door knocking laid the foundation for his success, and in 2023, he transitioned to Heritage 1st Realty, becoming one of the first agents to join the brokerage. Since then, the agency has grown to more than 90 agents, and Dustin's business continues to thrive.

Advocacy and Client-Centered Service

Dustin's approach to real estate is centered on one thing: serving his clients with transparency, clarity, and integrity. As a predominantly listing agent, he believes in making the home-selling process as stress-free as possible. "There's a lot of fear and uncertainty that comes with real estate, and my goal is to alleviate that for my clients," he says. "I want to provide them with a tangible system that gives them peace of mind. It's incredibly rewarding to see the weight lift off their shoulders."

For Dustin, his Christian faith plays a significant role in how he serves others. "I try to approach my work with a servant's heart, putting others first. That's what it's all about for me—creating peace of mind for my clients and helping them through a complicated process," he shares. His values guide him every day, not just as an Agent, but as a person who genuinely cares about those he serves.

Expanding Horizons

While Dustin is best known for his work with residential properties, his real estate ventures extend far

When you talk with Dustin Lynam, there's no doubt about where he's heading—in the direction that will best serve his clients today and tomorrow.

Indeed, as an Agent with Heritage 1st Realty, Dustin remains focused on reaching new horizons for those around him.

Dustin has always had a knack for connecting with people and finding the right way to make a complicated process easier while continuing his strong commitment to Christian values.

A former massage therapist and poker dealer, Dustin's story began at the Kansas Star Casino, where he owned and operated a massage therapy business. There, his staff would provide chair massages to poker players, and on the side, he worked as a final table dealer for the World Poker Tour. But it wasn't the thrill of the casino that caught his attention—it was the world of real estate that sparked his interest.

"My neighbor, who's like a second father to me, was a builder," Dustin explains. "I watched him work tirelessly to build his business and work up to building hundreds of homes with his business, Elite USA Construction. I thought it was incredible and decided I wanted to get into real estate."

In November 2015, Dustin made the life-changing decision to dissolve his other businesses and dive headfirst into real estate. At 26 years old, he was ready to tackle the next chapter of his life. In early 2016, he earned his real estate license and began his career.



“Family is everything to me. They’re not just my support system—they’re my best friends.”

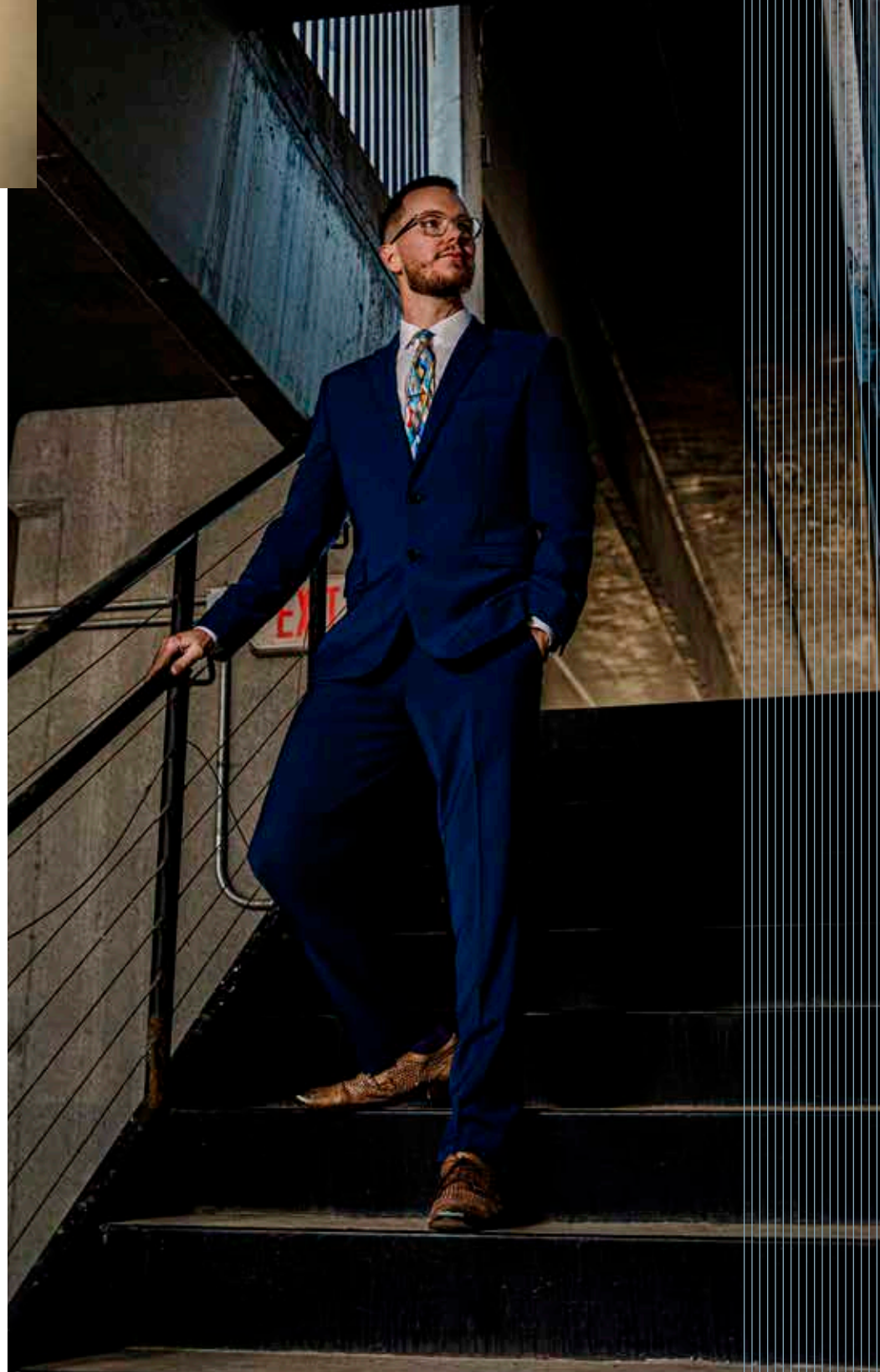
beyond that. Currently, he’s working on three developments—two in Park City (Saddlebrook and Briarbrook) and one in Derby (Bluestem Estates)—along with a commercial opportunity involving storage units in Derby called Rock47 Flex Space. “That’s going to be a huge deal,” he says with excitement. “It’s a different side of real estate, but I’m passionate about it. I want to provide my clients with a full spectrum of real estate opportunities.”

Despite his focus on new developments, Dustin emphasizes that he doesn’t limit himself to just one area of real estate. “I’m as much into retail as I am with new construction. It’s important to be well-rounded and serve clients in all aspects of real estate,” he says.

Family and Faith

Dustin’s foundation of support comes from his close-knit family. “My parents, brother, and I are incredibly tight,” he shares. “My parents are celebrating 50 years of marriage, and I’m fortunate to see firsthand what a loving and supportive household can produce.” Dustin’s father has been his role model, teaching him the values of hard work and dedication, while his mother has also been a guiding influence in his life. Dustin’s brother, Doug, works with him as a full-time, on-site agent, helping ensure the team’s success.

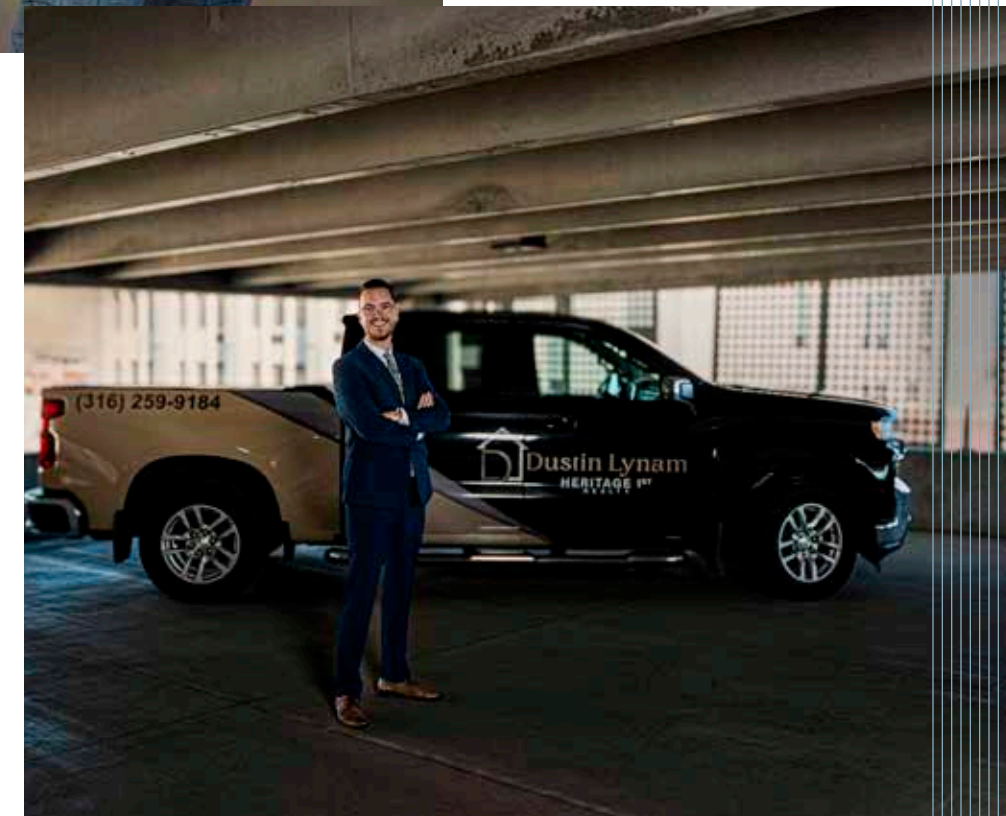
“Family is everything to me,” Dustin says. “They’re not just my support system—they’re my best friends.”



Dustin’s faith is also central to his life. He’s an active member of Central Christian Church, where he finds both spiritual and personal growth. His Christian values help shape how he interacts with others and approach his business.

Personal Growth and Wellness

2024 has been a year of personal transformation for Dustin. “I made the decision to stop drinking alcohol of any kind 13 months ago,” he says. “I didn’t think alcohol was an issue for me, but I didn’t realize the chain it had on me until I broke free by God’s grace.” Dustin’s newfound clarity has allowed him to spend more time with his family and focus on his health. “I go to the gym regularly and I play golf once a week with my dad,” he shares. “I also love being out in nature, skiing, and traveling whenever I can. It’s been a rewarding journey of personal growth.”



Advice for New Agents

For those entering the real estate field, Dustin offers valuable advice. “One thing I wish I had done sooner is implement a system to help guide my clients through the process. It’s easy to think you can figure it out as you go, but having a system in place from the start is crucial.”

Dustin emphasizes the importance of creating a consistent experience for clients. “Think about what kind of experience you want to provide and what systems can help make that happen. When you do that, you can connect the dots and create a better experience for everyone.”

A Vision for the Future

Dustin is driven by a desire to grow and serve his clients with integrity. He describes himself as determined, growth-minded, and relentless in his pursuit of success. “I want to think two steps ahead, protect everyone’s best interests, and create win-win situations,” he says. “Ultimately, I want to create harmony and happiness for my clients, and I do that with love and care.”

Day by day, Dustin continues to make a vital impact ... creating a positive, lasting impact in the lives of those he serves.

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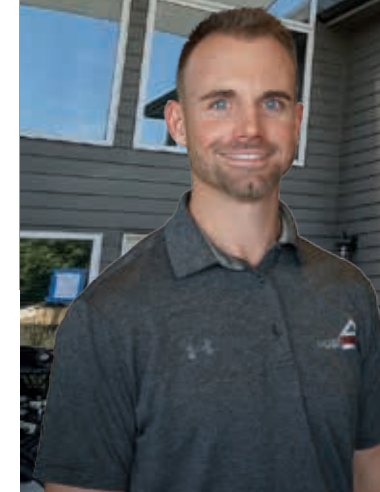
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Jake Marr

with Keller Williams Signature Partners

Making the Most of Each Moment

PHOTOS BY AARON PATTON
WRITTEN BY DAVE DANIELSON



“Good people are at the heart of what we do.”

One of the best ways to reach the goals each of us have is serving and helping others to achieve theirs. It's in that service to others that we achieve ours.

That's what Jake Marr believes, as he dedicates himself to helping those around him capitalize on what's possible.

Jake's journey into real estate began with a life change and a deep desire to create opportunity for his growing family. He transitioned from leadership in another field to eventually taking the helm of Keller Williams Signature Partners as CEO and Team Leader, where he's now shaping the future of his brokerage while helping others achieve their dreams. His story is one of determination, vision, and a strong commitment to family, faith, and community.

A Life Change That Led to Real Estate

Jake's entry into real estate in early 2018 wasn't by chance. It was a deliberate pivot in his life, spurred by the desire to build something that could provide the flexibility his young family needed. "It was a pivotal point in my life," Jake says. "We were starting a family, and real estate's flexibility was incredibly attractive to us. It felt like the right time to create opportunity."

For Jake, real estate provided a path to not only support his family but also to help others achieve their goals. "Real estate is a way to create a better life for my family, but it's also a platform for helping others," he explains. "I really love the opportunity to help others succeed, whether that's by selling homes or in my leadership role at the office. Helping people achieve their goals and dreams fills my bucket."

A New Phase for Keller Williams Signature Partners

Jake's leadership at Keller Williams Signature Partners has been focused on nurturing a culture of integrity, service to others, family, and growth.

"We're entering into a new phase of our story," he says. "At our core, we are a company that values culture and family."

The foundation of our company is based on three core principles: God, family, and business. We're a company built by agents, for agents, and everything we do is through that lens."

In just a few short years, Jake has witnessed significant changes in the real estate industry, especially in how agents engage with clients. From technological shifts to evolving client expectations, the landscape has changed rapidly.

"The industry has evolved quickly, particularly with how clients engage and access resources and services and how documents are delivered," Jake reflects. "At Keller Williams Signature Partners, we've made it a priority to recognize these shifts and adapt. We're always thinking ahead, making sure that our agents are ready and able to serve their clients at the highest level."

This forward-thinking approach has led to exciting new initiatives at the brokerage, such as the introduction of podcasting and content creation spaces for agents. "We've brought in podcasting and content creation so our agents can deliver content to clients and their partners," Jake explains. "It's about giving our agents the tools they need to succeed in this new era of real estate."

As the brokerage continues to grow, Jake's leadership is centered on a commitment to serving our agents at the highest level and collaborating with like-minded professionals that value culture, integrity, and growth.

"We're approaching nearly 200 agents, and that's a huge milestone for us," he says. "But we also focus on retention. It's not just about growth; it's about ensuring that we're providing an exceptional experience for our agents. Being great for our existing agents is where it all starts. We take pride in that."

A Strong Leadership Team

Jake attributes much of the success of Keller Williams Signature Partners to the tremendous leadership team we've built. "We have a fantastic leadership team here," he says. "Everything we do and accomplish is the result of their hard work and commitment. We have a strong team mindset, and that mentality



Jake's commitment to family isn't just a personal value; it's also embedded in the culture of Keller Williams Signature Partners. He believes that creating a work-life balance for agents and fostering an environment where family is prioritized leads to greater success and fulfillment. "When we take care of our people and their families, everything else falls into place," he says.

Advice for New Agents

For those just starting out in real estate, Jake has some valuable advice. "Patience is key," he says. "Building a successful business takes time. It's important to focus on the right activities and be consistent in your efforts. It's about daily grit and doing the small things right every day."

Jake also emphasizes the importance of having a clear vision and staying committed to it. "It's easy to get distracted in this business, but you have



is a huge part of why we're able to achieve the success we do."

This team-first approach is reflected in the collaborative environment Jake fosters at the brokerage. He believes that when everyone works together and supports each other, the results speak for themselves.

"In everything we do, we do it with integrity. We treat people right, and success follows," he says. "Good people are at the heart of what we do. That's the legacy I want to leave behind—being a good person and helping others achieve their goals."

Balancing Family and Business

Despite his professional responsibilities, Jake places a high priority on spending time with his family, coaching, and serving the community as a council member and helping with other non-profit organizations. "Family and community are incredibly important to me," he says. "I live at my kids' sports and events—soccer, basketball, whatever it may be. I want to be there for them, supporting them as they grow. Family comes first, and everything else follows."



to stay focused on what matters. Stay focused, service-minded, and know that it takes time to build relationships and grow your business."

Looking Ahead

As Jake looks to the future, he's excited about the direction Keller Williams Signature Partners is heading. "We're always looking for new ways to innovate and stay ahead of the curve," he says. "The future is bright for our company, and we're just getting started. We're committed to providing the best possible support for our agents and helping them achieve their goals."

Jake's leadership, vision, and commitment to helping others succeed are just a few of the qualities that make Keller Williams Signature Partners a standout brokerage in the industry. As the company continues to grow and evolve, one thing is certain: Jake Marr and his team will be at the forefront, building a future that values people, integrity, and success.

"Building a successful business takes time. It's important to focus on the right activities and be consistent in your efforts. It's about daily grit and doing the small things right every day."

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JAROD Gillenwater

ON THE FRONT LINE

PHOTOS BY ALLIE HENWOOD
WRITTEN BY DAVE DANIELSON



The Beginning of a Passion

Jarod's real estate interest started when he was just 12 years old. His father had an opportunity in Oklahoma City, and Jarod, even at that young age, offered advice on a purchase decision. "That's where it all started," he says. "I didn't know it at the time, but I had the right instincts." This early taste of real estate set the foundation for what would become a lifelong passion.

Growing up in Wichita, Jarod took this newfound interest and began dabbling in hands-on home improvement work. "I started painting houses in Kansas City and even painted my mom's house to save her some money," Jarod recalls. It was during this time that his love for real estate grew even deeper. "I enjoyed working with homes and seeing the impact that simple improvements could have on a property," he says.

In addition to painting, Jarod also ventured into roofing sales. These early experiences weren't just about making money; they were about developing a deeper understanding of the home improvement process and how it tied into real estate. He would later go on to earn his real estate license and dive into the industry full-time two years ago.

Joining Elite Real Estate Experts

After spending some time learning the ropes of real estate, Jarod joined Elite Real Estate Experts over a year ago, where he continues to make an impact in the industry. "Being with Elite has been a great experience," he shares. "I feel like I've found a great team and a great place to grow my business." The decision to go full-time in real estate wasn't an easy one, but Jarod's determination to help people and build something for himself kept him going.

For Jarod, real estate isn't just about buying and selling properties; it's about making a difference.

Jarod Gillenwater has always been on the front lines when it comes to helping his community. It's that spirit that continues to drive his success forward while he helps others achieve outstanding results in their own lives.

Jarod's journey started with an innate interest in real estate that blossomed from a young age. Today, as a Licensed Agent with Elite Real Estate Experts, Jarod's background in both hands-on work and emergency services shapes his approach to real estate, where helping people is always at the forefront of his mission.



“

Real estate is constantly changing, and you need to stay ahead of the curve. Take every opportunity to learn and grow.”



“One of the most fulfilling things for me is working with people and seeing the excitement and joy in their faces when they make big life decisions, like buying a home,” he says. “I love seeing kids excited to pick out their rooms or helping families make decisions that change their lives.”

This deep satisfaction from helping others is a driving force for Jarod. He enjoys the unique combination of working with clients and being able to build his own business. “It’s incredibly rewarding to be a part of someone’s journey—whether they’re buying their first home or finding the perfect investment property.”

Versatility in Real Estate

Jarod’s expertise in real estate goes beyond just helping buyers and sellers. He works with a variety of clients, including investors, and has gained hands-on experience with home remodeling.

“I’ve been involved in a full remodel of a home, and that’s been a huge learning experience for me,” he explains. “That knowledge helps me when I talk with clients about their homes and what they can do to improve certain elements.” This broad skill set allows Jarod to offer well-rounded advice to his clients, making him a versatile asset in the world of real estate.

Whether working with first-time homebuyers or seasoned investors, Jarod’s goal is to ensure his clients are well-informed and confident in their decisions. “I try to understand what each client wants and needs. It’s all about helping them make the right choices based on what they want out of the deal,” he explains.

Family Life and Interests

Jarod is a proud father to a 2½-year-old son, Jackson, who keeps him busy. “Jackson is a lot of fun,” Jarod says with a smile. “He’s at that age where he’s really starting to explore the world, and I love spending time with him.” His older children include Mariah, Halle and Joshua. Jackson’s mother, Rosie, and Jarod are raising their son together while building a life around the things that matter most: family and experiences.

In his downtime, Jarod enjoys a variety of activities. As a native of Wichita, he loves traveling and spending quality time with his son. One of his favorite pastimes is attending Chiefs games, a shared passion that has become a cherished tradition. “Jackson loves going to the games, and it’s a great way to spend time together as a family,” he says.

Sports were a major part of Jarod’s life growing up, and he continues to enjoy them today. He played baseball, basketball, and football at South High School in Wichita, and he still enjoys staying active whenever he can. Whether it’s playing sports or simply enjoying the outdoors, staying active is a key part of his life.

Advice for New Agents

As a relatively new agent, Jarod has learned the importance of persistence and consistency in real estate. “If I could give advice to new agents, it would be to be

persistent and work hard,” he says. “Do open houses every weekend, meet as many people as possible, and build relationships. Consistency is key.”

Jarod also emphasizes the importance of being adaptable and always learning. “Real estate is constantly changing, and you need to stay ahead of the curve. Take every opportunity to learn and grow.”

A Legacy of Helping Others

Before diving into real estate, Jarod worked as an EMT in the emergency room at Truman Hospital in Kansas City, Kansas. He also attended Firefighter School and worked as a firefighter with the Kansas City Fire Department.

“I’ve always had a passion for helping people, and that’s what led me to become an EMT and later a firefighter,” he says. “That experience has shaped who I am today, and it’s part of why I love real estate. It’s another way for me to help people and make a positive impact in their lives.”

Looking ahead, Jarod has big plans for his future. “My goal is to be a top-producing agent and continue to invest in real estate,” he shares. “I want to build something for myself and my family, and I want to continue helping people along the way.”

For Jarod Gillenwater, real estate isn’t just a job—it’s a chance to make a real difference in people’s lives while building a legacy of success and service.





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PHOTOS BY KIM STIFFLER
WRITTEN BY DAVE DANIELSON

After nearly 30 years in the beauty industry, Jatena Leon, Real Estate Agent with Heritage First Realty, found a new way to serve others by pursuing her passion for real estate. Today, she specializes in residential properties, land, and investment opportunities, helping clients navigate one of life's biggest decisions with heart, integrity, and exceptional negotiation skills.

From Beauty to Real Estate

For decades, Jatena owned salons, building lasting relationships with her clients. While she cherished her beauty career, she knew it wouldn't last forever. In 2019, she took a leap of faith, earning her real estate license to continue making a difference in people's lives.

Her transition wasn't without challenges. COVID-19 forced her salon to close temporarily, and she faced personal hardships, including a divorce and her mother's illness. Yet, Jatena's faith grew even stronger, reminding her of her resilience and purpose.

"I realized how strong I was. Real estate became a way to

channel my energy and help others during their life-changing moments. I wanted to continue to serve people, but I knew I couldn't do that forever in the beauty industry," she says. "I thought, 'Why not try real estate?' I had already built a reputation for taking care of people, and I figured if I could help them with their special occasions, maybe I could help them with one of the most important decisions of their lives—buying or selling a home."

In July 2019, Jatena took the leap and earned her real estate license, deciding to dive into the industry and see where it would take her. She had no idea that her real estate career would take off so quickly, especially after a year of personal and professional challenges.

The Turning Point:

A Blessing in Disguise

As COVID-19 shut down her salon, Jatena was facing not only the stress of her business but also a difficult divorce and the illness of her mother, who was fighting

cancer. Yet in the midst of these trials, her real estate career blossomed. "It was crazy to see how God used me to advocate for people during one of the most important decisions of their lives," she reflects.

Jatena's success can be attributed to the trust she earned from her loyal clientele in the beauty industry. Many of her real estate clients were people she had known for years, and they knew that she would always have their best interests at heart. Her reputation for being caring and dependable helped her build a strong foundation in real estate.

"The trust from my clients has been the key to my success," she explains. "I've always taken pride in my reputation and the relationships I've built. People know I care, and I love being able to help them."

A Creative, Client-Centered Approach

One of Jatena's favorite aspects of real estate is the creativity it allows her to bring to each



transaction. She specializes in both buying and selling homes, and she thrives on the opportunity to help clients get their homes ready for sale. “I love getting creative—whether it’s choosing color schemes, suggesting furniture placement, or offering tips on making a space look bigger,” she says. “It’s about getting the house ready for the market so it can shine.”

But Jatena doesn’t just help clients with the physical aspects of selling a home; she also enjoys guiding them through the emotional journey. “I’ve been doing people’s hair since they were three years old, and now I’m helping them buy their first homes or selling their homes to start new chapters in life,” she says. “Seeing how they’ve grown and built their families over the years—and knowing that I played a role in their journey—is incredibly fulfilling.”

With a volume of \$7.5 to \$10 million in sales annually, Jatena has established herself as a top Real Estate Agent in the area. She’s known for her exceptional negotiation skills, often securing deals in bidding wars and getting clients the best value for their homes.

The Importance of Faith and Family

Jatena credits her faith as her guiding light and her sons, Brett and Easton, as her greatest motivation.

Brett is a field engineer in Sherman, Texas, while Easton travels as a pipeline welder. Their independence, hard work, and success inspire Jatena to keep growing and building a legacy rooted in faith and determination.

A Real Estate Investor and Leader

In addition to her work as an Agent, Jatena is an investor and owner of Elite Collective Homes, where she flips properties and invests in real estate development. Her passion for both the buying and selling aspects of real estate has led her to not only help her clients but also to create opportunities for herself in the market.

Jatena’s commitment to her personal and professional growth is evident in her participation in numerous real estate groups and programs, including the President’s Club, Masters Circle, Ninja Installation, and Ninja Leadership Academy. “I’m always striving to learn and grow so that I can better serve my clients and my community,” she says.

Advice for Aspiring Real Estate Professionals

For those looking to get into the real estate industry, Jatena offers advice based on her own experiences. “Patience, drive, and resilience are key,” she says. “You have to be determined and have a solid social media presence. Most importantly, don’t forget the power of faith and perseverance.”

Whether it’s finding the perfect home, negotiating a great deal, discovering the beauty of land, or creating a long-term investment plan, Jatena is passionate about helping her clients achieve their dreams and build their legacies.

“Every transaction is an opportunity to make a difference. That’s why I love what I do,” she says.



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Dynamo Capital

Elevating the Private Lending Experience

WRITTEN BY DAVE DANIELSON

When you're looking for a partner who can give you a new view on mortgage lending, look to CEO Justin Rocheleau and the team at Dynamo Capital, a company that is transforming the landscape of real estate lending with fast, flexible, and creative financial solutions.

Founded in 2023 by Justin Rocheleau and Matthew Medrano, Dynamo Capital set out to address the unique needs of the Midwest market, offering solutions that can ease the lending process. With a focus on speed, efficiency, and innovative funding options, the company has already seen tremendous growth and success.

Recently, Justin shared his thoughts on the business and his team's approach.

Q: DYNAMO CAPITAL WAS BORN OUT OF A DESIRE TO OFFER SOMETHING DIFFERENT FROM THE COAST-DRIVEN FINANCIAL MODELS THAT DOMINATE THE PRIVATE LENDING SPACE. COULD YOU SHARE THAT JOURNEY?

Justin: "Through years of experience in brokering loans for various institutions, we identified a significant gap in the availability of fast, reliable financing for real estate investors and contractors in the Midwest. We saw a need for a solution tailored to the unique demands of our market, and we wanted to create a firm that focused on providing flexible funding options for those who need it. While banks can provide great financing options, they can oftentimes come with too many limitations, especially when time is of the essence or when the deal doesn't fit neatly into their traditional underwriting process."

Q: COULD YOU SHARE A BIT ABOUT YOUR GROWTH?

Justin: "We started in September of 2023, where Dynamo Capital funded 20 loans and took a brief pause to focus on fine-tuning operations and refining the process. By February 2024, the company was ready to open its fund to individual and institutional investors. Since then, our assets under management have grown exponentially, increasing by 50-fold by December. This explosive growth highlights the strong demand for the services Dynamo Capital provides."

Q: YOU HAVE AN OUTSTANDING TEAM WORKING WITH YOU. COULD YOU SHARE MORE ABOUT THEM?

Justin: "Behind every successful company is a team of dedicated professionals, and Dynamo Capital is no exception, with key players like Rachael Heriford, our Chief Operating Officer, who manages underwriting, and Matthew Medrano, our Chief Revenue Officer, who handles sales and business development. We're a team of 10 right now, but we're growing rapidly. We plan on continuing to expand as we scale our operations. The thing that excites me the most is seeing how



our work impacts our investors and borrowers. We're helping investors scale their portfolios quickly and efficiently, while also providing affordable housing options for communities."

Q: ARE THERE ANY MYTHS ABOUT THE TYPE OF HARD-MONEY LENDING THAT YOU DO THAT YOU'D LIKE TO ADDRESS?

Justin: "One common misconception about hard money lending is that it is only for people who cannot qualify for traditional bank loans. Ninety percent of the borrowers we work with could easily go to a bank, but they come to us because they value our speed and flexibility. When time is of the essence, and traditional underwriting processes can take weeks or even months, Dynamo Capital can close loans in just a few days. While there is a premium for this speed, it often makes more sense for borrowers to work with us, considering the benefits of a quick execution."

Q: COULD YOU SHARE THE STREAMLINED APPROACH YOU HAVE WITH YOUR LOAN PROCESS?

Justin: "Working with Dynamo Capital is a simple and efficient process. Potential borrowers first connect with Josh,

our local Account Executive, who helps structure the loan and provides a detailed outline of what the loan will look like. From there, the borrower works with a loan specialist who gathers the necessary documentation, including title, insurance, and third-party reports, to underwrite the loan. We pride ourselves on our efficiency. Our goal is to expedite the loan process as quickly as possible, ensuring that our real estate investors can move forward with their projects without delay. We have a streamlined process in place, and everything we do internally is structured to ensure our clients have the best experience possible."

Q: ONE PART OF YOUR WORK THAT YOU TAKE PRIDE IN IS THE FACT THAT YOU REMAIN OPEN TO CONSIDERING ALL DEALS, RIGHT?

Justin: "Yes, we are built on a philosophy of common-sense lending. Unlike many traditional lenders, the company focuses on the potential of each deal, rather than rigidly adhering to institutional guidelines. We don't just say no. We want to look at every opportunity to be a liquidity source for anything real estate-related, even if it's not a traditional mortgage-style loan. We have 100% discretion over how we allocate funds, so we are able to provide financing solutions that work for a wide range of real estate projects, from large-scale developments

to smaller, more creative ventures. Whether it's a fix-and-flip project, a new construction development, or a property requiring a unique financing solution, Dynamo is ready to provide capital where others might not."

THE FUTURE OF REAL ESTATE FINANCING

As Dynamo Capital continues to grow, Rocheleau's vision for the future remains focused on expanding their impact on the Midwest real estate market. With plans for further growth and an unwavering commitment to providing fast, flexible funding options, Dynamo Capital is poised to become a leading player in the real estate lending space.

"We're excited about what's to come," Rocheleau says. "We're not just funding loans; we're helping to build communities, create jobs, and provide affordable housing solutions. That's what really drives us."



FOR MORE INFORMATION ABOUT DYNAMO CAPITAL, YOU CAN REACH THEM BY CALLING 316-247-6894 OR BY VISITING THEIR WEBSITE AT WWW.DYNAMOCAPITAL.COM



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-Janiece Erbert, Real Estate Agent
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