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Premier Partner- **Marti Ladd**
REALTOR[®] on the Rise- **Falisha Rexford**

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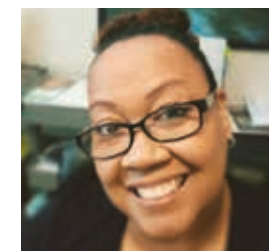
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please email us at eliza.piotrowski@realproducersmag.com

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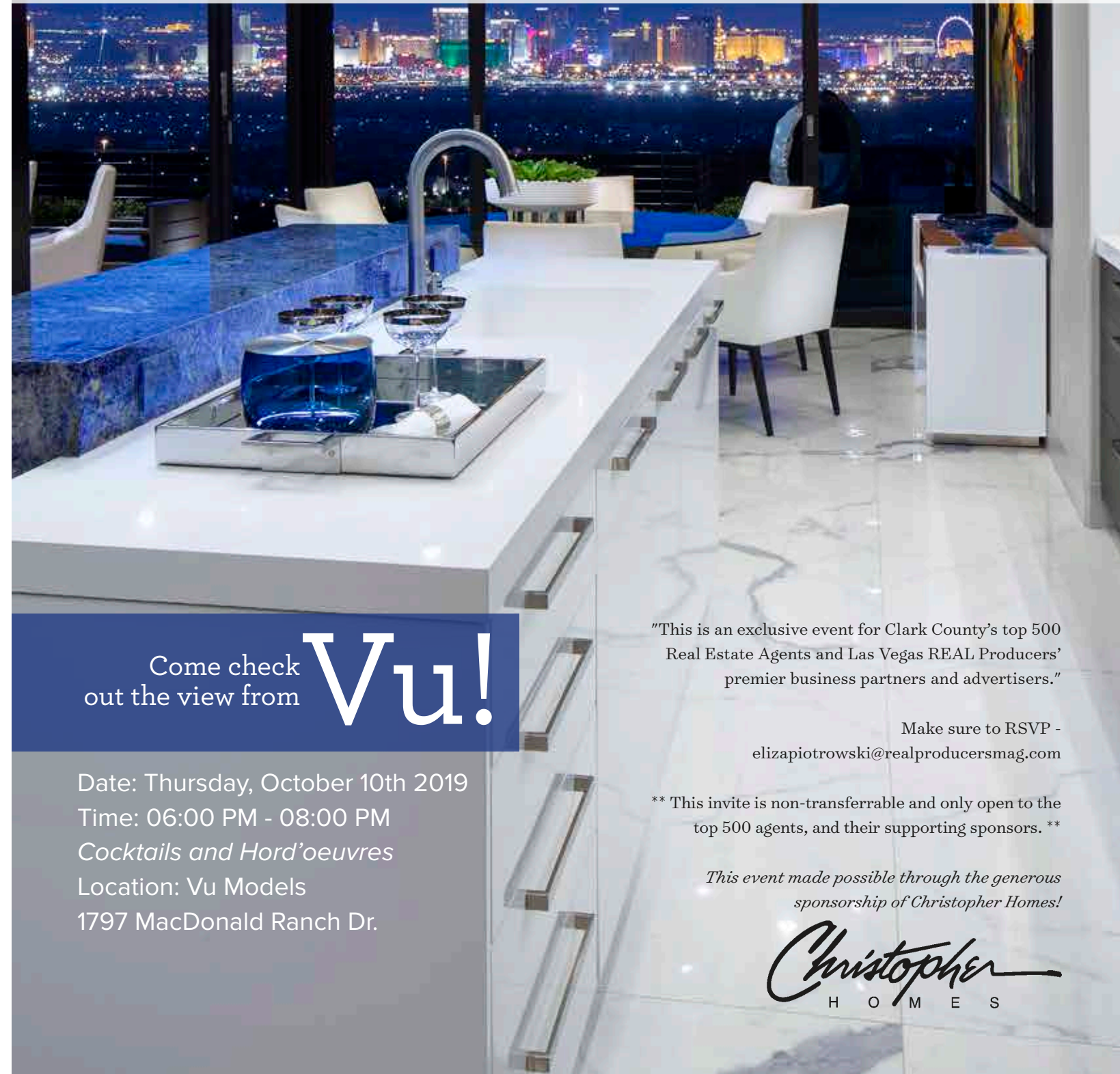
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AWARD WINNING BROKER

Shannon Fitzpatrick!



Shannon told his boss, “If he keeps ordering me around, I’m quitting.”

Little did he know that quitting would be the best choice he made. When Shannon put in his notice, he found a future in real estate 17 years ago. Not only has he made countless clients happy as evident by several hundred 5-star reviews, Shannon is enjoying a new purpose and passion in life.

An Award-Winning Broker

On April 6, 2017, Shannon went from becoming a REALTOR® to a broker and hasn’t looked back since. He has doubled his sales this year, an average of 70 million, as opposed to 35 million last year.

Shannon is ranked on REAL Trends Top Sales Professionals in the United States with *The Wall Street Journal*. His team at Movoto Real Estate is ranked #18 in Nevada in terms of size and ranked #28 in terms of volume. In Clark County, Movoto is ranked #78 out of 1005 brokerages.

“We started Movoto close to 3 years ago,” says Shannon. “We have close to 40 agents now and are trying to double that by the end of the year to 80 agents. Our goal is to rank in the top 25 brokerages in Nevada.”

Two Are Better than One

Shannon works alongside his wife of 31 years, Christy, who is also a broker and obtained her broker’s license in 1999.

“I’m the guy who makes the phone ring,” says Shannon. “Christy negotiates among the attorneys on what the offers are. She is an expert contracting negotiator, and I excel on the marketing side.”

Shannon has personally done 33 deals this year and is on track to do 70 deals with Christy. Together this dynamic duo has a combined total of 40 years of experience. Since they started in the 1990s, they have seen it all when it comes to real estate.

“We have been able to shift through different markets,” explains Shannon. During the Great Reces-

sion, they averaged 30-50 foreclosures each month in addition to doing short sales before the market recovered.

“We have seen everything you could possibly experience in real estate. When you do the volume that we do, you see a lot,” says Shannon.

Helping People and Agents

“My favorite part of being a broker is helping people,” says Shannon. He wants to be remembered for “always doing the right thing.” As an honest, ethical, and driven broker, he is doing just that.

Shannon also offers leads to their agents at Movoto, which helps them secure sales with ease.

According to their website, “Movoto has a call center that filters out inquiries from parties who aren’t serious about buying or selling, which helps agents focus—no more chasing false leads.” Qualified leads translate into more closed transactions as well as satisfied agents and clients.

Family-Focused

When Shannon isn’t working, he likes spending time with his wife and daughter (9). They have two dogs, their Golden Retriever Roxy and their German Shepherd Kona.

Golfing, vacationing at Tahoe in the summertime, and simply hanging out as a family are all pastimes that the Fitzpatricks enjoy. Time together as a family is always well spent.

For more information on this month’s Elite Broker, check out his website, movoto.com/agents/shannon-fitzpatrick-7.

Prior to launching into real estate, Shannon Fitzpatrick enjoyed a successful career in the insurance industry spanning almost two decades. Ranked in the top 3 of 604 insurance agents, Shannon was at the top of his game. But after a new college graduate was hired and started bossing him around, Shannon wanted out.

JILLIAN BATCHELOR



high roller ◀◀

Written by Elizabeth McCabe
Photographs by Neon Sun Photography

A Million
Dollar
Award
Achiever



“My favorite part of real estate is the people,” says REALTOR® Jillian Batchelor.

“You get to meet different people every single day with so many different personalities. Some people are very funny. Others are

very strict. Some people are dreamers, and others are analytical and see everything in black and white. I just love the difference,” she adds.

As a trusted real estate agent, Jillian loves “making things happen.” She comments, “Ultimately, I’m delivering the American dream of homeownership. It is so rewarding and fulfilling.”

Working in Escrow Led To Becoming a REALTOR®

“I’ve been in the real estate business for 19 years,” says Jillian. She got started in escrow in 2000 before becoming a licensed REALTOR® for the past 15 years.

How did she make the leap to real estate? “I liked how busy and fast-paced escrow was, but I saw the flexibility that becoming a real estate agent offered,” explains Jillian.

Jillian’s mother was also a real estate agent, and Jillian followed in her mother’s footsteps.

“I knew that this was something I wanted to get into,” says Jillian. She hasn’t looked back since.

Tasting Sweet Success

With a career volume of 600++ million dollars, Jillian has tasted sweet success in real estate. She comments, “My mom and I ended up building a team and having one of the largest teams (in terms of production) in the country.” They were ranked 17th nationwide. “Since then, I’ve gotten back to the team model and have one of the most successful teams right now.”

...



This award-winning real estate agent has been listed in the Top 25 Women in Real Estate from the Women's Council of Realtors for many consecutive years. Not to mention being recognized in the Top 40 Under 40 multiple times and the Million Dollars Award Achievers among others.

One of her most impressive accomplishments is being on *The American Dream*, a nationwide television show that is in its third season. Jillian and her business partner just renewed for a fourth season.

Going Above and Beyond For Clients

"I eat, sleep, and breathe real estate. It's in every fiber of my being," explains Jillian.

One thing that sets her apart is that she will never take no for an answer. "If I am going to do something, you can count on me to do it. I'm just so passionate about this business," says Jillian.

During the market meltdown in Las Vegas, Jillian became a short-sale expert. She completed over 500 short sales in the market during this trying time. One client wanted to short sale their property but was having no luck.

Jillian recalls, "They were the sweetest couple who were in a bad bind. At nine months pregnant, I chained myself to their property until the bank agreed to work with the client for the short sale. It made the news. The president of the bank called me on my cell phone." Because of Jillian's bold act, her clients were able to short sale with no foreclosure on their credit.



Family First

When Jillian isn't working, she loves spending time with her family. She and her husband James, are blessed with three children (ages 16, 13, and 11). As a family, they are very active as avid boaters, ATV riders, and snowboarders.

"I am a huge dog lover," adds Jillian. "We have three dogs, two Shih Tzus, and one Yorkshire Terrier. Our dogs own us." She likes going to the park with them as well as boating.

For more information on this month's High Roller, check out Jillian's website, www.LasvegasIrealestate.com.

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Clay is also very passionate about helping our veterans, active duty military members and first responders get into new homes!!! Clay is one of three certified military mortgage boot camp instructors for the state of Nevada, which means he gets to help educate the public and his real estate partners by disproving a lot of the myths that are floating around out there about VA loans.

With Clay's extensive knowledge of Fannie Mae, Freddie Mac, FHA, Jumbo and VA guidelines, he usually knows what underwriters are going to request before we even submit an application to them! Because of this understanding of what is needed at the beginning of the mortgage process, Clay's clients can feel confident they will be getting a top-tier home loan experience.

Clay fully understands that the industry has changed and continues to change daily, monthly and on an annual basis. As a seasoned mortgage professional, Clay works diligently to stay informed and educated of frequent industry changes so that he can better serve his clients and real estate partners!

Knowledge. Experience. Customer service. Clay uses these skills to guide his clients through what might, for many of them, be the largest purchase of their life. In trying to make the transaction as stress-free as possible, Clay wants his clients to actually enjoy purchasing a new home or refinancing their current home loan.



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MEET PROPERTY MANAGER MARTI LADD OF WINDERMERE PRESTIGE PROPERTIES

►► premier partner

Written by **Elizabeth McCabe**
Photography by **Wild Dog DigitalBy**

“I’ve been a property manager for over 10 years now. I manage over 165 single-family homes in Las Vegas and the surrounding areas,” says Property Manager Marti Ladd with Windermere Prestige Properties. She works with one other property manager, James George, and an accountant.

“We consider ourselves 5-star property management,” explains Marti. “We help people remodel their homes, even when they live out of state.”

Passionate About People

“I love people more than anything,” explains Marti. “My whole career has been spent in customer service.” She has worked as a bank manager and a call center manager, among other roles. “I have dealt with the public my entire career. I really like people.”

Marti entered property management after working for a real estate agent in Las Vegas. She explains, “We had a property manager who was working there but moving. She had 12 properties at that time.”

Marti soon got licensed as a property manager and started her new career. She built it from 12 to 238 properties at its peak.

Exceeding Clients’ Expectations

Marti sets herself apart from her competition by exceeding her clients’ expectations through constant communication.



Marti Ladd



James George, Marti and her husband Michael

“The number one thing I hear from people is that my property manager never returns my calls and emails,” says Marti. “All of my emails and calls get returned the same day. I treat my tenants the same way that I treat my owners. If you want a tenant to be happy and take care of their home, you have to be there for them, just like the owner.”

Marti handles all repairs immediately with no wait time for her clients. She

says, “You always hear from us within 24 hours of submitting a work order.”

As for owners, they rest assured that they can always reach Marti. “I do the very best I can to take care of their tenants.”

With one owner who lived in Alaska, Marti came to the rescue after his house had a water leak. “We installed new cabinets, new flooring, new carpentry, new countertops, and new

carpet in the living room,” says Marti. She even sent cabinet and flooring samples to Alaska for the owner’s approval, truly going above and beyond.

Partnering With REALTORS®

“If a REALTOR® refers a client to me, once a tenant moves in, the real estate agent gets a \$300 referral,” explains Marti. “If they are selling the home, the client goes back to the real estate agent.”

Marti adds, “My business is all referrals from other real estate agents. They always get their clients back.”

Tips for Clients Looking For Property Management

“If a client is looking for property management, they need to understand that the house needs to be maintained. There are certain repairs that have to be done. The house needs to be in good condition,” explains Marti.

Marti is sure to make sure their properties are in excellent condition by inspecting them quarterly or several times a year. Photographs of the property are taken, noting the condition of the home, and owners view the photos on Dropbox.

It’s also important to use a fully automated property management company. Marti explains, “We are fully automated. All of our owners have their own websites with financial records and contracts available 24/7. Tenants can pay their rent online and make work requests online.”



James George and Marti Ladd

Marti loves what she does. She says, “Property management is always changing, and it’s something new every day.” She wouldn’t have it any other way.

For more information on Windermere Prestige Property, check out their website, matthewspm.com, or call 702-432-4600.



Falisha Rexford

MEET FALISHA REXFORD



Falisha with the "Boyz", Nixon, Nico and Nolan

Air Force Veteran & Business Owner

►► REALTOR® on the rise

Written by **Elizabeth McCabe**
Photography by **Wild Dog Digital**

"I'm a proud Air Force Veteran," says REALTOR® Falisha Rexford. "I was a 'Sensor Operator' in the now nationally known 'Drone Program.' I flew combat missions while active duty and went on to instruct military personnel on the MQ-1 and MQ-9 aircraft. This is a chapter of my life that I'm so proud of. We all have these moments in life that 'mold' us,

whether we know it or not. This was definitely one of them.

I still stay connected to my Air Force family today by holding the title 'Honorary Commander of the 22nd Attack Squadron.' This is an amazing vessel that allows me the opportunity to give back in a very personal way. I'm honored for the nomination and position."

Life After The Mission

A female veteran turned female business owner, Falisha prides herself on her dedication and honesty. She continues to serve Air Force members today, although in a different way.

"I would say that roughly 80% of my business is Air Force members sell-

...



Friyays dance party!



Success =Successful Balance Between Business Woman, Wife and Mother

“Success to me is personally being a wife and mother of two small boys,” says Falisha with a smile. She is married to her husband Nick, Fire Captain on the Clark County Fire Department, and they are parents to Nolan and Nixon. As a family, they enjoy hiking and camping.

Falisha concludes, “We have one very short life to live. Business success is amazing, and I’m forever grateful for it. But true ‘success’ to me is raising two contributing, kind young men, loving my husband until my last dying breath and enjoying a retirement that was built on hard work and accomplishments.”

ing, relocating, PCSing all year round. I truly understand the dedication and sacrifices that service members and their families endure throughout the process of yet ‘another military move.’ This makes me uniquely qualified for this sensitive transition and even compassionate in my approach and eagerness to help them move with ease. That’s the LEAST we can do for these families serving our great country,” says Falisha.

Building Relationships Through Real Estate

“The relationships I form with my clients are special. More often than not, they go from clients to friends,” says Falisha.

Her business is almost 100% referral based. Falisha adds, “The people who call me come from clients/family and friends who I know, love and trust.

People come into our lives for a reason, and I’m always blown away with the amazing people I get to meet day in and day out.”

Real Estate Wasn’t Part of the Plan

“I never got licensed with the intention of doing this full-time,” admits Falisha.

“My husband and I had purchased some investment properties when the Vegas housing market was at an all-time low. We wanted to position ourselves in a way where we could sell them quickly if we ever needed to. So I decided to get my real estate license. But before I could even FINISH my exam, I had my military family asking me to represent them on their upcoming purchase or sell,” says Falisha.

“They were well aware of how ‘green’ I was, but STILL they wanted to use me. That’s the military way. I was just

blown away with the overall ‘TRUST’ factor. This was a huge learning point in not only my career but in LIFE,” continues Falisha.

This was the beginning of her real estate career, which she didn’t even see coming, but is most grateful for! Now Falisha is consistently landing in the top 250 out of 14,000 real estate agents in Las Vegas. She completed over 21 million dollars in sales in 2018 and is on track to surpass that number in 2019.

This award-winning agent has been recognized as one of the “TOP 100 Real Estate Professionals in Las Vegas” and was recently nominated for “Top 40 Under 40.”

Falisha adds, “I’ve been so utterly blessed to be featured once a month on a national television TV show called *The American Dream*.”



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BRIAN KRUEGER

THRIVING ON THE **UNEXPECTED**

►► ace of the month

Written by **Elizabeth McCabe**
Photography by **Wild Dog Digital**

“I’ve been doing real estate for 27 years,” says Brian Krueger, Senior Vice President of Strategic Services for Coldwell Banker Premier Realty.

With a career volume of 2 billion dollars, Brian knows the meaning of hard work, drive, and determination, building his career after the Great Recession.

Brian worked with builders and developers, spending 13 years in the Seattle, Washington market. He started as a home loan specialist with CLS Financial Services before moving on to bigger and better things. Working in the mortgage industry was foundational for his future.

His next step was Polygon Northwest Company, where he worked as the assistant to the vice president of land acquisition. But Brian really found his niche with Intracorp Real Estate in Seattle, selling \$100 million in condominiums and \$150 million of multi-family and single-family homes.

This paved the way for his real estate ventures in Las Vegas and the role that he has today.

“I was recruited by a new home and marketing company to come to Las Vegas and be the president of the Ryness Company,” explains Brian. His responsibilities included overseeing Nevada, Arizona, and Colorado. In Arizona, he closed over 1250 homes and closed over 1500 homes in Nevada.

Skilled Troubleshooter and Problem Solver

With almost three decades of experience in real estate, Brian has learned to overcome obstacles with ease.

“After 27 years, one of my biggest obstacles was revising our development services division after it basically became nonexistent after the Great Recession,” explains Brian.

“The majority of our private builders and clients stopped doing business

after the Great Recession. At that point, I was tasked with figuring out other ways to provide value to our company, Coldwell Banker,” he says. “I figured out multiple ways to drive revenue, including the commercial services team that I oversee.”

Brian succeeds in leading the day-to-day operations of his division at Coldwell Banker Premier Realty, including Developer, Investment, Commercial and Market IQ Services. This “creates and maximizes seamless partnerships with builders, developers, investors, financial institutions, and other industry-related groups.”

Brian comments, “I like being able to come up with solutions for our clients to maximize their return on investments in the communities they develop.”

He is passionate about his profession, commenting, “No two days are ever the same in this business.” He thrives on the unexpected. “The intoxicating

...



“

I want my leadership and mentoring to help others achieve their life goals, whether personal or professional.

thing about it is that you can be flying on Cloud 9 and then all of a sudden, things can be tough. I like the challenge of being able to deliver on the expectations we set for our clients.”

Brian is proud to a certified facilitator for the Franklin Covey organization, enabling him to facilitate The 7 Habits of Highly Effective People Signature Program, The 4 Disciplines of Execution and The 5 Choices to Extraordinary Productivity.

Motivated by Family

“My family is the primary reason I do what I do every day,” says Brian.

He is married to his wife Lisa, and they are blessed with two boys: Hunter (19) and Dylan (17). Hunter is in the Air Force, and Dylan is following in his father’s footsteps at Washington State University, Brian’s alma mater.

When he isn’t working, Brian enjoys coaching quarterbacks at Canyon Springs High School. “I love pouring into and mentoring student-athletes and other coaches,” he comments. “I am also a part of the Fellowship of Christian Athletes and on the board of directors for the state of Nevada.”

Brian concludes, “More than anything, I want to be remembered as an extremely hard worker who put the needs of others first. I want my leadership and mentoring to help others achieve their life goals, whether personal or professional.”



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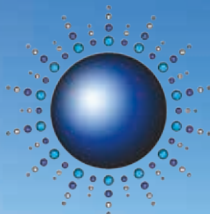
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