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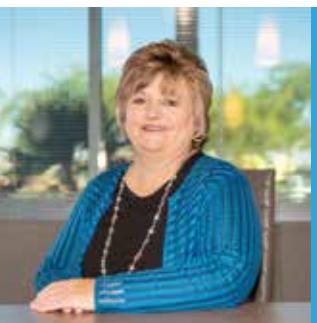
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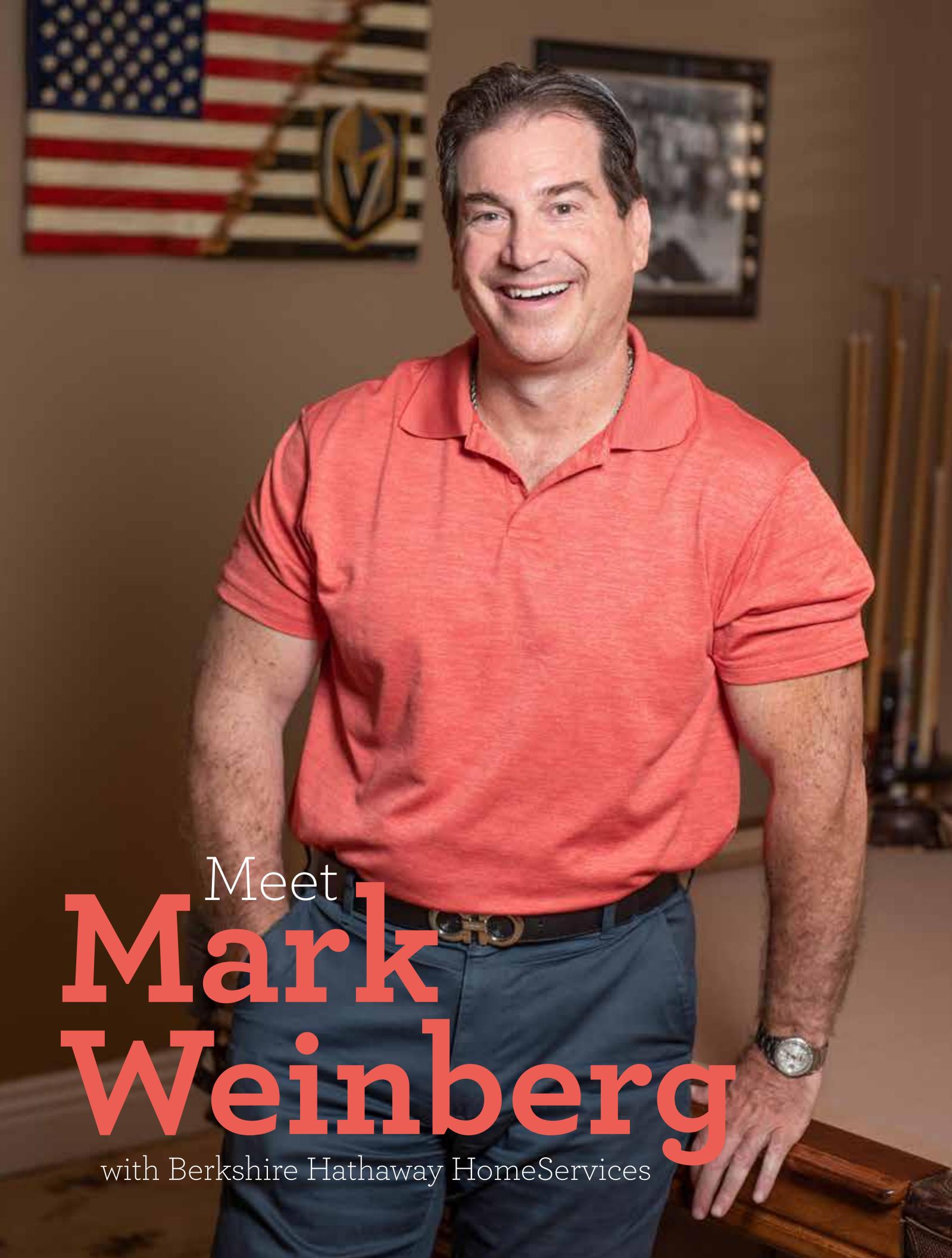
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Meet Mark Weinberg

with Berkshire Hathaway HomeServices



“Don’t Miss
the Mark!”

► ace of the month

Written by Elizabeth McCabe

Photography by Wild Dog Digital

Tried. Trusted. True. REALTOR® Mark Weinberg has been a real estate agent for 25 years and counting. What's remarkable is that he has been with the same company since his start in real estate. While the company has changed names several times, Mark has stood the test of time.

“I started real estate in June 1994,” he says. “I still do love it.” Mark earned his MBA in finance from DePaul University before embarking on a career as an accountant and auditor.

“I’ve been coming to Las Vegas with my family since 1975,” he recalls. “My best friend moved out here to go to college and ended up in hotel management. I would visit him here, and he got into real estate. He kept telling me, ‘You would be so good at sales.’ One day, I went home and had an epiphany of how I could change my life.” Mark left Chicago and changed his life for the better. “I don’t miss the weather,” he jokes. “But I do miss the sports and the food.”

Real Estate Brings Satisfaction

“I truly love helping clients achieve their objective,” says Mark. “I work very diligently to do that.”

“I look forward to helping clients sell their homes, helping them get the most money possible,” he comments. Mark also gives them tips on how to prepare the house and feedback from every showing. Mark is rewarded at closing with accolades and thank you’s.

“That is worth it,” he says. “The greatest pleasure I get is when I deal with an individual who frowns on real estate agents. They had a bad experience and are not so friendly or nice to REALTORS®. They hire me and learn to trust me. I bring them the desired results and their attitude changes,” says Mark.

Setting Himself Apart

In contrast to other real estate agents, Mark came from a corporate environment, which he considers to be his greatest asset. This structured environment, combined with his drive and determination was foundational to his success.

“I outworked everyone when I was new,” he says. “I viewed this as a job, not as a luxury to come in at my leisure.” When he was a brand-new agent, Mark braved the 110-degree heat with a tie to knock on doors.

As he gets older, Mark continues to develop new ways to reach clients. His tagline is “Don’t Miss The Mark,” which gets people’s attention. He comments, “I advertise on grocery carts, television, radio, and movie screens. I

like to create and come up with something new.”

Mark sets himself apart from others with his communication skills. He says, “I am a man of my word. I want to be remembered as someone who did exactly what he said he was going to do.”

Interests Outside Real Estate

When Mark isn’t working, you can find him working out. “I’m big on exercise,” he says. He enjoys working out daily, playing tennis, and serves as a USA boxing referee and judge.

Mark, no stranger to the big screen, also does some acting and has an agent. He says, “I used to be told, ‘You should be on television.’” Ten years ago, he took those words to heart. “A few things have come from it,” he says.

He also believes in making the world a better place and gives a portion of each paycheck to The Sunshine Kids. The Anti-Defamation League is another charity that he supports.

Mark has a stepdaughter Jennifer, who is married to Matthew. They have two boys, Dylan (7) and Jacob (3). Mark also has a stepson named Brandon. Kennedy, Mark’s other daughter, is a student at Northern Arizona University and is studying to be a forensic psychologist.

Mark can’t imagine any other profession than real estate. He says, “Twenty-five years later, I still enjoy real estate immensely.”

For more information on Mark, check out his website, MarkSellsVegas.com

Q & A WITH **JUSTIN SIMMONS**

“REAL ESTATE IS IN MY BLOOD!”

► REALTOR® on the rise

Photography by Wild Dog Digital

How many years have you been a real estate agent? What year did you start?

I have been in real estate since I was 21 and worked with Gary Ceci at Re/Max. I got licensed in 2010 and started at Keller Williams. In 2014, I moved on to Realty One Group, where I work with my wife, Sheela as part of Simmons Home Group.

Why did you become a real estate agent?

My parents have real estate backgrounds. I find it intriguing, and no two days are ever the same. I enjoy the freedom and love to help people make one of the biggest investments in their lives.

What was your total volume last year?

41 transactions for a total of \$9,737,664.

What did you do before you became a real estate agent?

I began work at age one! My parents helped invent a popular kid toy called Teddy Ruxpin; I was the test baby for that. I've helped run an international magazine store, sold used cars through auction, and did home equity and LOC loans. When the economy crashed, I worked as a server and bartender.

What awards have you achieved?

In 2018 we received an award for 30+ transactions/ 10+ Mil in volume. We've ranked in the top 20 agents in our office for the past four years.

What is your favorite part of being a real estate agent?

We're not salespeople; we call ourselves Dream Home Consultants. We help clients make educated and informed decisions on their future home and live their dream of homeownership.

Define success.

Success for me is the ability to live my life the way I want and enjoying what I do with people I love and care for.

What has been a game-changer for you in your business?

My sphere! I'm a lot more active in staying in touch with my past clients and sphere. It has helped grow my business.

What does your typical day look like?

I start at 7 am by checking emails, putting out any fires or issues early in the day. By 8, I look through my active buyers' searches to see if they want to view any properties. Then I follow up with potential leads and spend time touching base with my sphere. In the afternoon, we do appointments. We usually finish around 7 pm and head home to make dinner and relax.



Justin and Sheela Simmons



Photography by Jordyn Cassidy

What makes you different?

I invest in every one of my clients and give them the highest level of service. I want them to say, "Wow! That was amazing!" Every question or concern is addressed, and they feel like they got a fantastic deal on their home. We continue to help after the sale is done with excellent contractors and vendors who assist our Clients with any repairs or remodeling needed.

Where do you feel you can still improve in your business the most?

The biggest issue I probably have is picking up the phone. I dread making cold calls; I always feel like I am bothering people.

What keeps you engaged and excited to continue doing what you are doing?

My family is everything, and being there and supporting them is my motivation. Enjoying my job is a bonus; helping people gives me joy.

Is there any tech that you love using for your business?

Technology has genuinely helped pave a new way for how real estate is done. I love that I can write an offer and have my clients sign it while we are standing in the kitchen of their potential dream home.

My favorite tech right now is my Ricoh Theta V 360 camera that I use to create 360-degree virtual tours of my listings.

Tell us about your family.

We are expecting our first child, a boy, so we're ecstatic for him to join this world. We also have three fur

babies ranging from a 95lb Doberman to a 7lb Chihuahua.

What are your hobbies and interests outside the business?

I am an avid golfer. We enjoy being outdoors and try to go hiking with our dogs as much as possible. During the summer, we spend a lot of time on our boat.

Are there any organizations or charities that you support?

I volunteer when possible. We often help out at our church and with organizations like 3 Square and Veterans Village.

What are your short- and long-term goals?

My short term goal is working on having systems in place so that when

“Never regret a day in your life: good days give happiness, bad days give experience, worst days give lessons, and best days give memories.

the baby arrives, we continue to do business as normal. Long term, I would like to build a small team of like-minded agents that I can mentor and coach to provide the same fantastic service that we offer.

What is your favorite quote?

One of my favorites is "Never regret a day in your life: good days give happiness, bad days give experience, worst days give lessons, and best days give memories." — unknown

How do you manage work/life balance?

Luckily I work with my wife, so we get quality time every day when we are out and about. We leave work alone when the day is done and keep our weekends free so we can unwind and recharge. We love to travel and try to plan short trips or getaways.



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Spending the day helping all his clients with that is what Clay loves to do.

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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“Ticor True”



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Written by **Elizabeth McCabe**
Photographs by **Neon Sun Photography**

Jodi Grover, President of Southern Nevada Operations of Ticor Title, was proud to be one of the first employees for Ticor Title in January 2002. She worked along with Diana Steiner, Bill Rohrbaugh, and Deborah Saca, who now serves as VP Assistant County Manager. They recruited employees who shared their vision and passion for success. They opened for business on March 18, 2002, with 5 offices and 55 employees.

What is the secret to their success? Jodi says, “Our team and our culture as well as our longevity with our employees.” Jodi is passionate about two things: watching employees grow and thrive in their careers and helping people achieve the American dream of buying homes.

Ticor True Culture

“Ticor True are keywords that we focus on,” says Jodi. “While a lot of companies say they have a company culture, we really do.” This makes a world of difference for employees, creating a positive work environment that benefits all involved.

Ticor True Culture includes being passionate, having integrity, honesty, and loyalty. Negativity will not be tolerated at Ticor Title. They are also committed to using innovation and technology while being client-focused. In addition, employees are respectful and play fair. Simply put, “culture is not negotiable” at Ticor Title. It’s part of the fabric of the company.

Catering To Real Estate Agents

Assistant Sales Manager Ryan Pulliam is passionate about serving real estate agents, helping them become more efficient and effective.



He says, “Our passion is helping top producing agents save time, save money, and generate more transactions. Our firm is the largest business to business connector in the real estate space. Dealing with top producing REALTORS® all over the nation allows us to bring results-proven strategies to our local partners. We are constantly on the lookout for new ideas, trends, and technologies that allow our partners to stay on the cutting edge of not just ‘what’s happening,’ but also, ‘what’s next.’ The market of the moment in Las Vegas could be the market of 8, to 10, to 12 months ago in other areas so we can collaborate with our partners to avoid roadblocks before they even know they are coming.”

Giving Back to the Community

Jodi and the employees at Ticor Title are committed to giving back to the community. Jodi is on the board of Home Aid, a group of homebuilders who help homeless people with temporary, transitional, and permanent houses. Jodi also supports Can You Spare A Story? This organization was started by her daughter several years ago to hear the stories of the homeless and help meet their basic needs.

Why Choose Ticor Title?

“We’re a very technology-driven company,” adds Jodi. “Our parent company owns lead generation companies, such as Sync and Real Geeks. We have proven tools to help real estate agents be more productive and generate leads.”

Ticor Title also offers continuing education classes to real estate agents and training, including how to maximize profits and production.

“Our employees are passionate and knowledgeable,” says Jodi. “We have longevity with little turnover. Our leadership team is also very involved. We all work together to find solutions to give clients the best possible service possible.”

For more information on Ticor Title, check out their website, ticornevada.com.



Introducing VuPointe

The newest evolution of Vu at MacDonald Highlands

Vu, one of the most exciting, innovative and beautiful luxury neighborhoods in Southern Nevada has expanded to introduce the next evolution of its popular brand. VuPointe, featuring 71 all single-story homes in a mix of single-story paired homes and single-story detached homes, is staying true to its name with each home offering a spectacular view from the MacDonald Highlands hillside on which the luxury neighborhood sits. From the glittering Las Vegas valley to the north and west, to the dramatic ridgeline of the McCulloch mountains and triple fairway views of

DragonRidge golf course to the south and west, VuPointe is positioned to deliver 360-degree views from every vantage point.

Offering distinctively unique, modern and spacious floorplans, all Vu homes feature gorgeous contemporary architecture with floorplans designed for empty nesters, professionals and influencers seeking a highly desirable place to call home. Spanning from 2,800 to 4,000 square feet, VuPointe homes are priced from the upper \$900,000s.

Developed by long-time Las Vegas luxury homebuilder, J. Christopher Stuhmer, founder and CEO of Christopher Homes, Vu is the company's signature, contemporary neighborhood that is meeting strong demand for luxury living. Elegant appointments in each Vu home are abundant and include high-end finishes, details and products commonly found in custom homes. Vu's partnerships with best-in-class brands like Kohler, Bosch, Thermador, Sub-Zero and Wolf outfit each home with top-shelf appliances and fixtures with special focus on gourmet kitchens that are as gorgeous as they are functional.

The introduction of VuPointe comes on the heels of a quick sell-out of Residences 1 and 2 within Vu's initial phase, underscoring the floorplans' popularity and award-winning design. In 2018, Vu was recognized by the National Association of Home Builders (NAHB) with a prestigious Gold Award for Best Architectural Design. Vu received top honors as the country's Best Community by Best in American Living Awards (BALA). And Vu won three Silver Nugget Awards from the Southern Nevada Homebuilders



Association (SNHBA), including the top award for Best Home of the Year for its Residence 3 model.

"As a longtime Las Vegas homebuilder, I am particularly proud of what we've done at Vu," said Stuhmer. "We left no stone unturned and paid attention to every detail to ensure Vu floorplans meet the needs of the luxury buyer. Every home is situated to maximize the area's stunning views, and important architectural and design details create impact. The community's popularity says it all."

Vu is situated behind a 24-hour manned gate, high alongside the McCullough Mountain range that creates a sense of peaceful sanctuary and unrivaled privacy. Yet its location just west of the 215 Beltway offers convenient access to the Strip, McCarran International Airport, and just about anywhere in the valley. Resi-

dents of Vu have special access to the DragonRidge Country Club, a 42,000-square-foot clubhouse that offers formal dining, two casual restaurants/grills and lounges and a spacious ballroom to accommodate special events. It also includes a well-appointed fitness center, swimming pool, spa and pro shop. VuPointe is located adjacent to holes 1, 2 and 3 of the acclaimed private, 18-hole championship DragonRidge Country Club course.

Optional paragraph depending on how much space is available:
All homes in VuPointe are carefully situated on three single-loaded streets, meaning homes are placed only on one side of the street to ensure each home offers spectacular unimpeded views of the surrounding golf course, mountain and canyons. As part of the MacDonald Highlands community, Vu residents enjoy access to three neighborhood parks with designated play areas and picnic facilities, plus tennis, basketball and volleyball courts. Outdoor enthusiasts will appreciate five miles of residential walking trails within the community that connect to additional and more rugged McCullough Mountain trails.

For information, visit christopherhomes.com or call the Vu sales office direct at 702-651-1151 to make your personal appointment.

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David Brownell

"I had planned on becoming an attorney," says David, who is originally from Iowa. "I went to law school and pursued that path, but I didn't like it much. The study of law was much different than practicing it. My uncle, a professor at UNLV, was writing a management book, and urged me to come to Las Vegas to finish writing and managing the book with him." When his uncle was offered a job on the East Coast, David stayed here in Las Vegas.

"Sunny weather was very appealing to me," he says. "Every day was a sunny day, which was quite different from Iowa." Once he experienced the sunny days in Las Vegas, he never turned back. He found his footing and future in real estate.

His first year, he didn't know very much about real estate. He comments, "I had no formal training or experience in sales. I had never bought or sold a house at that point in my life."

His drive and determination fueled his success. With a career volume of 750 million dollars over the past 25 years, David found the perfect profession.

An Accomplished REALTOR®

"It's been a great ride," says David, reflecting back on his stellar career.

Not only does he win awards with Keller Williams every year, but he has also been #1 in the Southwest region of the United States. His crowning achievement was being inducted in the Las Vegas Association of REALTORS® Hall of Fame in 2015. This award recognizes exceptional leadership, contribution to the real estate profession, as well as the Greater Las Vegas and Clark County community.

"I served on the Board of Directors for the Greater Las Vegas Association and the State of Nevada Association of REALTORS®, adds David. He was also the Chair of the Greater Las Vegas Multiple Listing Service Committee.

Real Estate = Helping Others

"Real estate is helping folks who actually appreciate help and find value in receiving it," says David. "I really enjoy being a consultant, investigating and helping people discover what is most important to them and then, helping them obtain it."

To David, real estate is more than just sales. What separates him from other agents is his ability to expect the unexpected. Being able to relate to others, see potential forks in the road, and manage people's emotions makes David a highly sought after real estate agent.

"When we can see things from our clients' perspective and what is important to them – what their worldview is – we are in a better position to help them," explains David.

"Too often people look at the world through one set of eyes – their own – which leads to misunderstandings and poor outcomes," he adds. "I aim to bring perspective."

David uses real estate to help others, supporting a number of different charities. These include numerous children's charities, the David Rice Foundation, and pet charities. He also supports UNLV athletics and the UNLV debate team.

Life Outside Real Estate

David credits Tiffany, his better half, for helping to lead his team. "Tiffany is a great friend and a great partner. We do a lot of fun things together."

"We have three standard poodles who are our 'kids' – Berkley, Bella, and Peaches," says David. "They get to come to the office on occasion to be therapy dogs to us and the other agents on our team."

When he isn't working, David likes to travel. David says, "Tiffany and I like to start each quarter by planning out our trips. It gives us a reason to work hard with rewards along the way." Not only does traveling provide rest and relaxation, but they also get to learn and see new things.

Other pastimes involve cooking. David, who grew up the son of an Italian mother, credits his culinary skills to his mother. In addition to making delicious dishes, David and Tiffany like to collect reds and whites.

"Our wine collection is at a novice level," says David. But each bottle is full of memories of their travels.

To relax and unwind, David likes to play golf, which suits him to a tee. A member of the Spanish Trail Country Club, David likes to golf every week and has made lots of friends.

David concludes, "We are looking forward to many more years of real estate."



David and Tiffany with their 'kids', Berkley, Bella and Bentley.



Dave and his nephews on St. Patrick's Day in Las Vegas.

► high roller

Written by **Elizabeth McCabe**
Photographs by **Neon Sun Photography**

MEET CHARLIE & ELLEN FAHR

LIFE LONG REAL ESTATE CONSULTANTS

Two are better than one. Award-winning REALTORS® Charlie and Ellen Fahr exceeds their clients' expectations with Berkshire Hathaway HomeServices Nevada Properties.

"We work together so well," says Ellen. "It's been great." They complement each other beautifully.

According to one testimonial, "Charlie and Ellen know the winning combination for success in the real estate business. Each brings their own special gifts into the mix. They know the value of listening and in doing so, are able to give what is needed to each individual client."

These two top producers are ranked in the top 10 teams of Berkshire Hathaway in Las Vegas, which has over 1500 agents. Ellen is proud to have received the award for being one of 25 top women in the Women's Council of Realtors for three years in a row before earning the Alumni Award each year after that.

Together, they have a total of almost a half-century of experience in real

estate. Ellen made the leap of faith to real estate 30 years ago after having a background in hospitality. Charlie has a total of 17 years in real estate.

Originally from Lafayette, Indiana, Ellen earned a degree in business and hotel/restaurant management from Purdue University before working for Marriott Hotels in Denver and Los Angeles. After a chance encounter with Mark Stark, the CEO of



Go Knights Go!



Charlie and Ellen Fahr

Berkshire Hathaway HomeServices in Arizona, California, and Nevada, Ellen gratefully found a new pathway in life.

Charlie, originally from Chicago, attended UNLV and worked in the rental car business for 26 years before entering real estate.

The customer service that both Charlie and Ellen learned in their former careers proved to be invaluable in real estate.

Building Lost-Lasting Relationships Through Real Estate

"We enjoy meeting people from all over the world and building long-lasting relationships," says Ellen.

Charlie says, "Most of our business comes from referrals and past clients. Ellen and I interview the new clients together." Ellen adds, "We have a lot of repeat clients who buy and sell through us. Now, we also help the grown children of the families whom we sold homes to years ago." It makes their profession very rewarding.

What sets them apart from their competition? "Our difference is our passion for the business. We have a passion for helping people," explains

Ellen. She and Charlie are "lifelong real estate consultants," helping people through various stages in life.

"Price doesn't matter, people do," adds Ellen. She and Charlie don't take all the credit for their success in real estate. Ellen says, "It takes a team to be successful." These two trusted agents appreciate their office assistants, mortgage companies, and escrow companies for the superb work that they do.

Work Hard. Play Hard.

Charlie and Ellen love to travel. Maui is at the top of the list, where they got married 26 years ago. "It's one of our favorite vacation places," says Charlie.

To relax and unwind, Charlie loves to play golf, a serious pastime that has served him well for over 40 years now. He has also been an expert snow skier since childhood. As for Ellen, she loves to create and cook delicious dishes to please people's palates. Decorating is another one of her hobbies. "We also enjoy playing all different kinds of card games," says Ellen.

Bright Days Ahead

Charlie and Ellen are packed with potential. As Mark Stark says, "I see even greater success in Charlie and Ellen's future. They truly understand that the sky is the limit as long as their clients are happy."

For more information on Charlie and Ellen, check out their website, www.ellenfahr.com.

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