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THE HOMEGIRLS PODCAST

Kristen Gadd, Lindsay Mann-Emerson,
Angela Fugate & Jessica Lentz



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TABLE OF CONTENTS

	08 Publisher's Note		12 Top Producers: HOMEgirls		20 Leader Feature: Chris Clonts
	24 Rising Star: Sevin Murdock		30 Partner Spotlight: Keller Homes		37 Market Stats: May 2020 Supply and Demand

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PUBLISHER'S NOTE

Friends, it's May 20 as I'm writing this and we're entering month three of social distancing. My favorite show of all time is *LOST* and, for those of that watched, they were on the island for 108 days. By the time you're reading this, we'll be just about there—though I think Jack, Kate, Locke, and the entire ensemble's mysterious, plot twist-filled excursions were a bit more exciting than being stuck at home!

Anyway, I'm proud to present this edition of *Real Producers*. Our Top Producer feature is the first of its kind. Lindsay, Kristen, and Jessica, and Angela are agents from different firms and different cities across the front range (Lindsay and Jessica are in Denver; Kristen is in Pueblo; and Angela is Colorado Springs) who collaborate together on their *HOMEgirls* Podcast with the intent of sharing their knowledge with agents everywhere, expecting nothing in return.

Next, I'm excited to present Chris Clonts, Team Leader and CEO of Keller Williams Premier. Chris was actually selling agent when I bought my house back in 2018. On top of that, he was also the first Managing Broker I called on when I took over *Real Producers* in February of this year—I didn't realize it was him until after we set our meeting. What a coincidence!

We have Keller Homes, our Partner Spotlight. Please know that every business advertising in *Real Producers* was referred to us by one of your fellow top agents, so you can trust everyone you find in our pages.

And last, our Rising Star, Sevin Murdock. Many of you may know of Sevin by now...I mean, who can forget a name like that? But there's a lot more to her story than meets the eye. As she and I joked when we first met, "Sevin is more than just a number..."

I hope each of you finds value in reading about your fellow agents. Please know that *Real Producers* is completely supported by the nominations of you, the top-producing agents in the city. If you would like to nominate one of your colleagues for a future feature — or nominate a business to become one of our Preferred Partners, just reach out to me. Your referrals are appreciated more than you know. Thank you,



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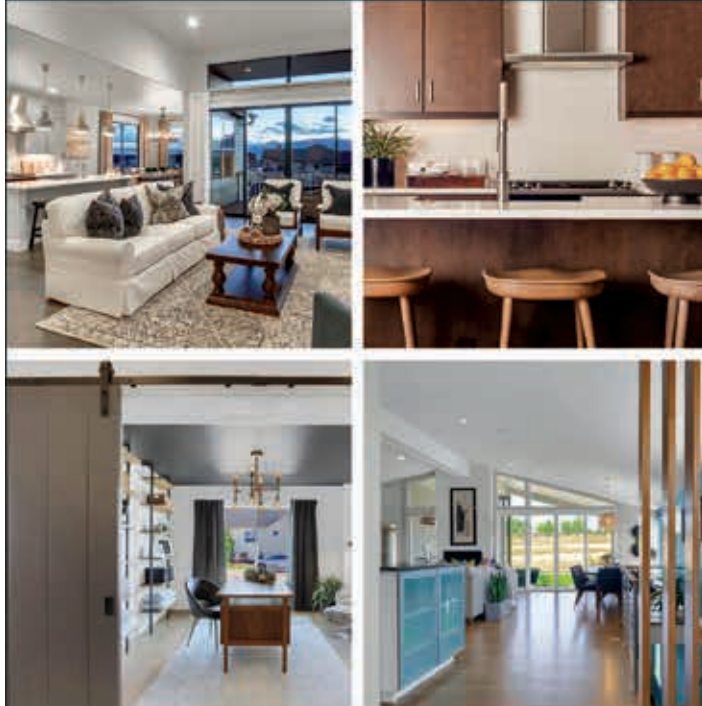
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the HOMEgirls

podcast

KRISTEN GADD,
LINDSAY MANN-EMERSON,
ANGELA FUGATE,
AND JESSICA LENTZ

...

Agents Across the Front Range Collaborate to Elevate Agents Everywhere



Angela, Jessica, Kristen, and Lindsay met each other through social media in a national Facebook group and forged a fast and close bond. Real estate is a highly competitive sport so it's unusual to see agents in competing markets be so collaborative and close-knit. Representing nearly all four corners of the state of Colorado and with extensive experience in each of their individual markets, they came together out of a need to have a space to share their wins, losses, and lives with other like-minded women. All four HOMEgirls come from totally different backgrounds and run very different styles of businesses, but enjoy coming together to learn from each other and to help their fellow agents and REALTOR® community. In the summer of 2019, these four friends who didn't know each other all that well "in real life" took a much needed day off to lounge on a boat on Pueblo Reservoir. The idea of the HOMEgirls Podcast was born out there on the water. In just 52 days from inception to launch, the HOMEgirls worked day and night to debut their show with a solid queue of episodes featuring their own stories, struggles, and successes, and a lineup of incredible guest interviews. The show was launched on March 2, 2020, and made a big splash in the podcast world. They now have a solid listenership of agents, entrepreneurs, and fans all across the US that's growing by the day. The best part of the HOMEgirls Podcast is that it's totally unscripted and very real. Not even the HOMEgirls know the direction in which a show will go until they get there. Guests have consistently stated that the show has been a safe place for them to be uncharacteristically candid about business and life and even the most high profile guests have stated it's been the most fun conversation they've ever had in a professional interview setting.

The HOMEgirls Podcast was initially born out of a simple want to spend more time together and to have a passion project to share. However, after launching and hearing feedback from listeners it quickly became apparent how much a different voice was missing and needed in the real estate world. The mission of the HOMEgirls Podcast is "Connecting a fragmented industry through real people's stories. Bridging the gap between ego and real life. Innovating through empowerment, inspiration, motivation, support, and love." The HOMEgirls want to pull back the curtain on an industry that

can be very riddled with ego and "stage talk" and they are extremely passionate about showing the real and often ugly truth behind being a top producing agent and business owner. In a business where many model their lives and careers after others we don't actually know that much about, the HOMEgirls work to get at the drive, heart, and soul behind the nation's top agents. They're fiercely committed to discussing the things no one wants to talk about, like how our highly driven personalities, work ethics, and family duties shape our lives and businesses. The HOMEgirls all have a heart for training and mentoring agents through business and life and have loved having the opportunity to reach people all across the country with a strong message of perseverance and support. The HOMEgirls' greatest hope is that those who listen find fellowship in a work environment that's often very lonely, inspiration to be their best selves, and motivation and education to create their best possible lives. The HOMEgirls want to remind everyone that while they are four women, the show is not just for women! Many of their guests are top-producing men and men can find invaluable information and coaching listening, as well.

The HOMEgirls would like to thank all of their guests for their vulnerability, transparency, and authenticity that through the show will help listeners shape a new way of conducting themselves as a real estate agent, business owner, and in life. Many HOMEgirls Podcast guests charge thousands of dollars per hour for group or private coaching and would never be accessible to most real estate agents. Each HOMEgirls Podcast episode is an hour-long coaching session on life and business that every listener gets the opportunity to have for

free. The HOMEgirls believe that through this show we can change the agent community, one person at a time!

You can find and subscribe to the HOMEgirls Podcast anywhere podcasts are found by searching HOMEgirlSCO, or on YouTube and all social channels @HOMEgirlSCO. A new episode airs every Monday. If you have a topic you'd like to have the HOMEgirls discuss or would like to appear on the show, message a HOMEgirl on social media or email homegirlSCO@gmail.com.

About Angela:

Angela Fugate has been in real estate for 19 years. She developed a huge passion for helping those who have served their country during her own military career in the Air Force. Angela's passion for taking old things and giving them new life started after her enlistment when she purchased a 1904 farmhouse and renovated it from top to bottom. After a very successful career in new construction in both Pennsylvania and Colorado, Angela decided that as a serial entrepreneur owning her own business was her true calling. Now her business is driven almost solely by referral and repeat clients which is a true testament to the level of service she provides. Angela's company Mackenzie Jackson Real Estate is named after her two beautiful children, her 12-year-old daughter Mackenzie and 11-year-old son Jackson. Mackenzie Jackson focuses on out of the box social media marketing, top-notch service, and doing things no one else would

dream of doing for the clients they assist. Their brokerage is truly a family, and Angela is extremely passionate about helping her agents grow their businesses with education, love, and care on a level no "big box" brokerage could ever offer. Being military herself, Angela and Mackenzie Jackson naturally attract a strong military client base and love giving back to their community. Angela is at her best when staging a property or making renovations to get it market-ready, so it was a natural transition to owning 719 Staging and Design. You can see her work all over Colorado Springs and recognize her signature design style that helps net her clients top dollar. Angela's husband Josh is also her longtime business partner and together they feel extremely privileged to have a hand in helping their city grow and thrive. Angela's military values of integrity first, service before self, and excellence in all you do have shined through in every venture she's ever undertaken and with every client and agent that has the opportunity to work with the Mackenzie Jackson family. When not selling, staging, flipping, or building homes, you can find Angela in her race car on a spirited drive or at the track. This powerful and driven woman goes fast and hard in all

aspects of her amazing life. The HOMEgirls love Angela's unique voice and the spirit she brings to the HOMEgirls podcast. Angela loves to get at the root of what drives the amazing guests the HOMEgirls are privileged to have on the show.



About Jessica:

Jessica Lentz is an individual agent located in the Denver Metro area of Colorado, born and raised! She calls Castle Rock, a suburb of Denver, home with her husband Ian and two amazing sons. Jessica is not your average "single agent," she's ranked in the top 1% of all individual agents for production in the entire Denver Metro Area; a highly competitive market with over 20,000 other licensed agents. 95% of Jessica's business is referral based and her profit margins hover between an absolutely astounding 85%-87% profitability. She does NO paid advertising or lead generation. Jessica is well known for her incredible ability to achieve that elusive work-life balance through her strong boundaries. She maintains a strict schedule only working between the hours of 9:30 am to 3:30 pm while her youngest son is in school and prides herself on never missing a drop-off or pick up, her children's sporting events, and never compromises family time for business. She works around her family, not the other way around, and her business and family life thrives because of her unwavering commitment to

her personal goals. Jessica is a professional real estate coach who teaches other female REALTORS® around the country who are new to the business or struggling to get their business up and running. Her coaching clients hire her because she teaches them to operate with profit in mind first and helps them to build a business around their family and real lives. Jessica is also a highly sought-after trainer who loves to teach working For Sale by Owners, running a high profit/low expense business, and growing your business to fit your lifestyle goals. When not working in her real estate business, coaching, or training, you can find Jessica at the baseball field in the spring, football stadium in the fall, and at a beach any time of the year. Jessica is deeply involved in her community and serves on the board of a local non-profit called From Silenced to Saved. This non-profit serves young women who are victims of sex trafficking and exploitation. Jessica is one of the most uniquely transparent people you will ever meet, and that authenticity shines through on the HOMEgirls podcast as she tells her own story and works to get the story of other top producing agents from all walks of life that appear on the show.



About Kristen:

Kristen Gadd is a third-generation Pueblo, Colorado native. She was born and raised in the city she loves to work, live, play in, and support. Her roots run deep in the Pueblo soil and her business is deeply anchored as a landmark in town. Kristen's team, The Elite Team at Keller Williams, is owned and operated with her high school sweetheart and husband Eric. Kristen was introduced to real estate 17 years ago as an assistant for a successful local agent. While it was a wonderful way to learn the business, it was obvious right away that Kristen has a true entrepreneur's spirit and that she was meant to own her own business and lead her own team. Kristen is a top-producing mega agent and ranks not only top in her city but is one of the top agents across the country. Kristen and Eric also own and operate an extremely successful property management company. The core of Kristen's business is a commitment to excellent customer service and that's why so many Elite Team clients are repeat or referral based. The HOMEgirls and the agent community know Kristen as one of the boldest female entrepreneurs in any market or industry. She is relentless with protecting her time, reaching her goals, achieving incredible successes, and will never quit going after her dreams. Kristen has a fiery spirit that shines in all aspects of her life, and as a business owner makes her fiercely

passionate and driven and allows her to accomplish amazing things. When not working hard for her clients or working on building her business, Kristen will be at the racetrack cheering on her husband and son as they fly on their dirt and track bikes. She's a proud moto mom, mom to two sweet doggies and a coop full of chickens, a lover of the beach and water, and an avid fitness and Crossfit junkie. Kristen's bright and bubbly personality brings much-needed levity to the HOMEgirls podcast and guests love to answer her deep and thoughtful questions.

About Lindsay:

Lindsay Mann-Emerson has been in real estate in Colorado for over 19 years, since she was just 17 years old. It's the only thing she's done or ever wants to do. Her team, The Creed Group with Keller Williams, is named after her son and is a family business. Lindsay has been consistently ranked in the Top 1% of all agents in the state of Colorado and as the #1 Listing Agent in the Denver Metro Area. Eighty percent of Lindsay's business comes from repeat clients or referrals. She has a strong background in new construction, REO, and as a high volume listing agent. She's been featured as a 5280 five-star agent, in Forbes, and earned the opportunity to participate in the very prestigious Gary Keller's Top 100 agent group for the top agents in the entire national Keller Williams organization. Lindsay is extremely committed to what she does, treating all clients like family and supporting her community. In 2019 alone The Creed Group proudly gave back over \$130,000 in pro-bono work and donations to their clients and community. After 19+ years in the real estate business, she still has a fierce dedication to helping others and is always excited to see what a fresh new day will bring. Lindsay is a professional speaker, teacher, and published author and her favorite thing about real estate is the chance to make a real difference in the lives of her buyers, sellers, and other real estate agents. Lindsay reads a book a week and is obsessed with personal growth; she truly believes your business and life can only grow to the extent that you are willing to grow yourself. When not at work, you can find Lindsay camping or at the lake, adventuring, road tripping, or binging the latest viral Netflix show. Lindsay is the HOMEgirls resident nerd and mindset junkie and is usually the one asking the intimate and emotional questions of podcast guests or recommending yet another book much to the chagrin of her other three co-hosts.

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By **Robert O'Brien**
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**The builder I worked for
decided to close the business,
so...I was out of a job.** ”

The year was 2014 and Chris Clonts had a solid career with a builder as a project manager when the owner decided to shut it down. “I’d been married just six months and I was already out of work.” Thankfully, Chris and his wife Anna had worked hard to save and had a bit of a nest egg saved up. “That nest egg,” Clonts says, “meant I didn’t have to go out the next day and get a job at Starbucks.” So Chris and Anna took the time to think through the transition and ultimately that’s when Chris got his real estate license and began selling real estate.

“We saw God provision in our life in a way we never experienced before,” recounts Clonts. It was six months before his first close, and thankfully during that time he was able to stay out of debt. “I’ve been blessed in a six-year career to have sold almost 300 homes and now I find myself in a position where I’m able to coach and train some of the top agents in the city.” Clonts acknowledges that the period between losing his job and his first close as an agent was “amazingly stressful...However, one of the best things that ever happened to me.”

Fast forward to January 2020, where after six short years Chris is the team leader and CEO at Keller Williams Premier Realty, downtown Colorado Springs. In fall of ‘19, an opportunity arose in the Agency due to the departure of a key person. Such a departure led to a conversation with owner and Operating Partner Matthew Leigh, where the two discussed Chris taking over the office as CEO of the agency.

“I’ve known and worked with Matt for the last five years and he is somebody that I trust; we have alignment on a lot of our values, and we’re both young adults with young families. My wife and I recognized this would be a big change from a focus on selling and commissions to being responsible for the production of an office of 110 agents. And after a lot of prayer and conversations with mentors that I trust we decided that it was an amazing opportunity. So I took over that role as of January 1 of this year.” Clonts credits his success with the company to the Keller Williams training regimen and the mindset that came from it. “It changed the entire trajectory of my life in both work and for my family.”

Agency owner Leigh says there are a few key factors as to why he chose Clonts to head his Colorado Springs business: “Chris is a big thinker who wants a big life.” Leigh adds that Clonts isn’t someone who’s comfortable with average. Equally important is Chris’ high level of integrity and stellar reputation. “No one ever has anything bad to say about him.” Leigh also has to be thrilled with the level of productivity at the firm.

Clonts acknowledges with an understated humility that, “It’s obviously been an interesting time to be the new CEO of the company.”

...

•••

The new head of the Agency looks to training, mentoring, and innovation to not only survive but thrive in the era where fear and uncertainty can dominate people's lives and the economy is seemingly in a historic free fall.

"I think that in the purest sense it is a leader's responsibility to teach people how to think differently about their business and the possibilities they have available to them." He says the new reality has obviously presented challenges for connecting with people and having personal and authentic relationships.

Thriving, not just surviving.

"I feel like my leadership team, locally and nationally, anticipated and prepared for what was coming," speaking of the tidal wave of change about to overtake every aspect of life because of the pandemic. "We started planning early, starting with doubling down on all of our interactions with our agents. We began a 30-minute 'check-in' call every morning," Clonts says he would interact with agent leaders on the calls and would also invite community leaders to participate for an outside perspective. Clonts says up to 75% of the agents participated in the daily calls; one result was that agents began to know one another better than before the "changeover" to digital.

Clonts adds that agents were encouraged to find immediate cuts to their personal budgets of up to 20%. The agency also offered financial incentives such



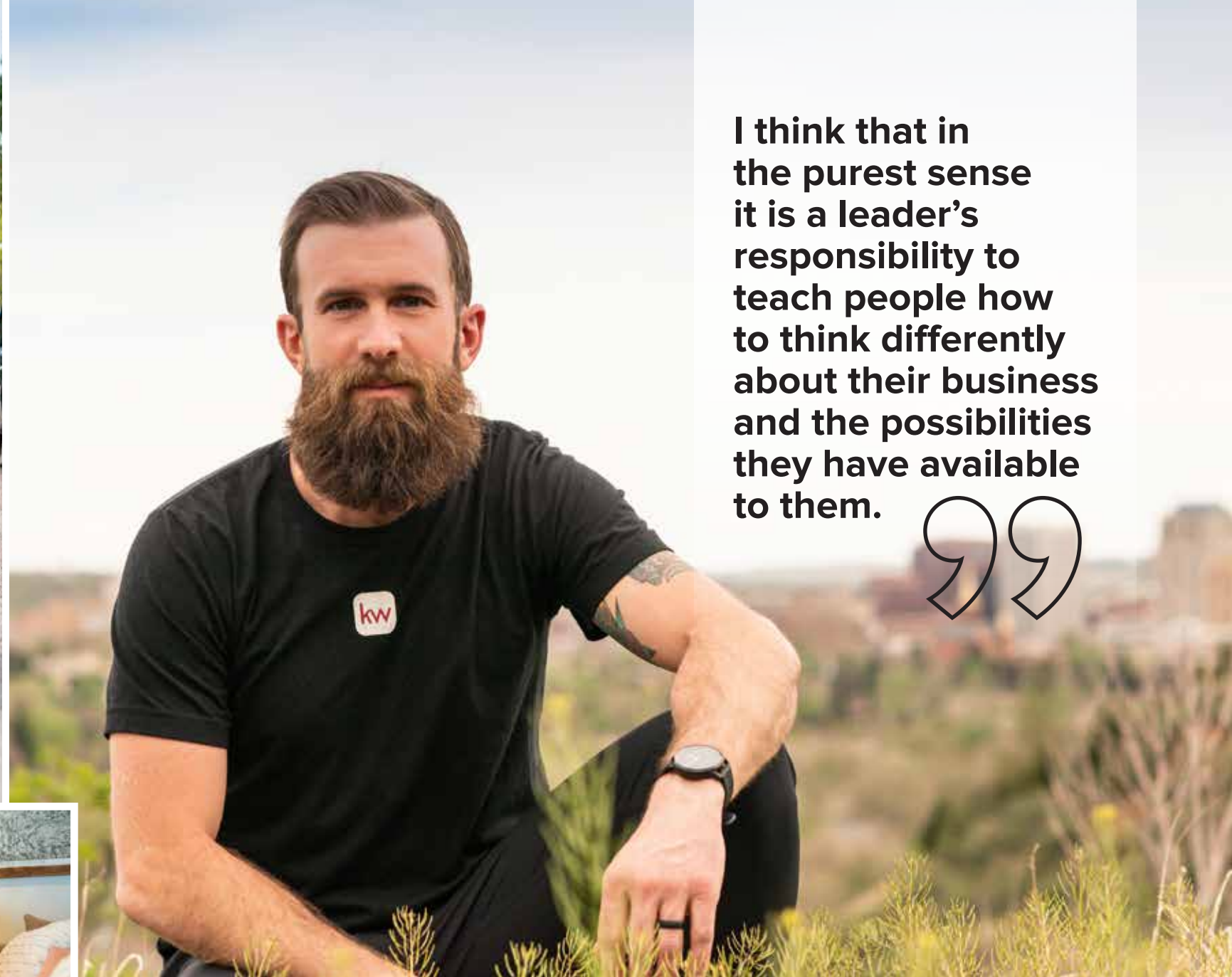
“It changed the entire trajectory of my life in both work and for my family.”



as stimulus bonuses for participating in the calls and additional training, and also offered reductions in agency-related expenses. The company was also able to negotiate temporary lease reductions with their landlord, passing the savings to their agents.

Using technology in innovative ways was something KW nationally was able to offer. "It made a huge difference," says Clonts. "After a few weeks of moving to a nearly all-digital business platform, most of the kinks were worked out." The agency began using seller-generated virtual tours, assisting with creative editing and other enhancements to be able to offer a professional presentation to potential buyers.

Chris is particularly proud of the office's performance against goals that were set in December, obviously prior to what has been a historic collapse of much of the economy. Remarkably, the agency's productivity for April was nearly 25% above projections and May was on target to exceed its goals.



I think that in the purest sense it is a leader's responsibility to teach people how to think differently about their business and the possibilities they have available to them.



Interestingly, Clonts says the company discouraged cold calling prospects. "Instead, we encouraged our agents to call every single person they'd ever done a deal with or had a conversation with and just saying, 'How are you doing? How is your family doing?'" And then just let them talk...Create a human-to-human conversation about how they are dealing with everything from work to family to life as a whole."

Speaking of which, Chris' amazing wife Anna was in real estate and is still involved in some aspects as well as their investments. She also writes for The Colorado Springs Mom's collective, a locally-focused parenting resource for moms and families to connect area moms to relevant resources, local

businesses, and can't-miss happenings. The couple has two children, four-year-old Iris and two-year-old Miles. The family is dedicated to life downtown with Chris able to ride his bike to work most days. And, they are thrilled with the development of the downtown area into what the family believes is on the cusp of becoming a world-class city.

Email brian.gowdy@realproducersmag.com to nominate our next Leader Feature!

Sevin Murdock

▶▶ rising star

By **Brian Gowdy**
Photography courtesy of
Heidi Mossman of Capture
Life Photography

**“You have
brains in your head.
You have feet in your shoes.
You can steer yourself any
direction you choose.”
—Dr. Suess**

“I worked nights. My mom was a bartender in North Dakota; while she worked, I would set up outside, pushing my stock of handmade jewelry. Men would stumble out the door, outwardly guilty for staying out so late—and I was right there! ‘Something for your wife?’ I would say to those who were obviously married. Nine years old, toothy smile, proudly flaunting my collection of hand-crafted, semi-precious beaded jewelry...They didn’t stand a chance. I would sell out every night. My mom and I would compare earnings at the end of the night and I always won.”

Sevin Murdock has never been one to sit and wait. She started her first business at age nine, selling handmade jewelry. By high school, she was not only running her parents’ painting company but had expanded it into a full-fledged general contracting company with five separate divisions. “I was still in school at the time, making more money than my teachers. I admit, I almost didn’t graduate; I had trouble seeing the point. There was a period of time where I just didn’t show up to class at all. Late in the year, I got word of a specific lecture that I was genuinely interested in, so I came back for the day. Shocked at my sudden return, my teachers struck a deal to get me to stay. And so, I stayed.”

Sevin did indeed graduate, though unlike her classmates, she didn’t bother with a summer job or University for that matter. After all, she already had a job running her parents’ contracting company—though, that was the problem: it was her parents’ company. “When I started, we were just a residential painting company. I was overseeing the sales team, checking on the crews, handling customer service, and whatever else that needed doing. My dad and my step-mom, who had started the company, left me in charge while they explored new ventures.

By the time I graduated, what had started as a painting company had expanded into a contracting company with five separate divisions and out-of-state franchises on the horizon. While I do take pride in the companies’ growth and my contribution to it, the company was still my parents’ creation. Deep down, I knew I wanted something of my own...”

This is the part where most teenagers—yes, Sevin was still a teenager at the time, would take a year off to “find themselves” or delay the decision with a four-year degree. But no; Sevin is not one to wait. “I asked myself, ‘What can I do that has no earning limitations that’s easy and cost-effective to start up?’” Of course, the answer was real estate. “It was perfect. First, I’m unemployable; I simply need to be my own boss. Second, it would pair well with my background in home contracting. And third, no matter the economy, there is always money to be made in real estate.”

Sevin was nineteen when she earned her real estate license. She is twenty-two today.

How does someone half the age of her associates prove herself? Education. “Everyone assumed I knew nothing, which was accurate at the time. To compensate, I had to know twice as much as everyone else. I educated myself extensively. I learned everything I could about real estate—and most importantly, I shared that knowledge with everyone I could in efforts to build both credibility and my brand.” One of Sevin’s more clever ideas was to transition her personal Facebook page into a full-blown

CRM and advertising campaign. She goes “live” on her page three times per week for fifteen minutes with the purpose of sharing educational information. This ignites the platform’s algorithms and gets her seen by prospective buyers, sellers, and investors without spending a dime. Nationally recognized for her successful social media campaign, Sevin now shares this knowledge with others in efforts to help them grow their business.

While leaving her parents’ contracting company wasn’t the easy decision, it was the right one. To Sevin, real estate brings a level of variety and fulfillment that no other career can touch. And this time around, the success it has brought is all her own.

One of Sevin’s core values is that, whatever she does, it can’t be self-serving. “I always ask myself, ‘Did everyone in this situation benefit?’ If so, I know I’ve done my job. I love knowing that others are better because of me, and now those people can pay it forward and make others better because of them.”

someone in your life, a parent, a spouse, a family member, it’s always an option for them to participate. Nothing’s guaranteed. We don’t get to choose the cards life deals, but we can choose ourselves, positivity, others, and how we use the experiences we often endure to grow. And it’s the same the other way around. It’s your choice as much as theirs to keep them in your life. Any relationship is a two-way street and that is what makes them so precious. If two people are better off apart, it may be better to stay apart. Sometimes we have to grow apart as individuals in order to grow



“ I always ask myself, ‘Did everyone in this situation benefit?’ If so, I know I’ve done my job. ”



Looking back, there was one moment that shaped Sevin to become the woman, the entrepreneur, the achiever that she is today. And that’s when her mother left. “It was two days before my ninth birthday. My mom and I had it all planned out; we were going to go to celebrate at our favorite spot, Elich Gardens in Denver, with a bunch of my friends—and then, out of nowhere, she told me she was moving to North Dakota. Next thing I knew, I was packing her U-Haul and she was gone.” This was devastating, as it would be for any nine-year-old. For years, Sevin resented her mother, but today she is grateful. “I’m not special. Plenty of kids have had parents leave; that alone doesn’t make you special. What makes you special is when you take that ‘hurt’ and you turn it into something bigger than yourself and the obstacles at hand. My mother leaving taught me that, at the end of the day, all you have is yourself. When you have

together or for the betterment of ourselves in order to be the best self we can. Older now, I can appreciate the difficult choice my mom made and realize that it is because of her choice that I am the strong independent person I am today, but also have the mother and friend I do.”

There is one person in Sevin’s life who’s been with her through the thick and the thin, and that’s her grandpa, Ralph Murdock. “My grandpa is my knight in shining armor. I absolutely adore him and he’s my best friend in the entire world. He’s eighty years old and he’s been around for everything. He’s my rock. He’s not only the most consistent person in my life since...forever, but he has been the most exemplary role model I could have asked for, providing me with a solid foundation of support, morals, and integrity. I thank God for him every day.” The entrepreneur blood that runs through Sevin runs through him as well. He’s a mechanic; you can visit his shop, Cascade Motor Sports, just up the road in Cascade, CO. “I grew up working on cars with him, hanging around in the shop, playing doctor, shooting gophers that terrorize the neighborhood. My time with him truly shaped me into who I am and I wouldn’t trade it for anything.” Sevin’s grandpa has been participating in the Pikes Peak Hill Climb since he was in his twenties and in 2011, at the age of seventy-one, he not only won it, but set a new record in his division!

Real Producers tracked down Ralph Murdock, who feels the same about his granddaughter as she feels about him. “My little Sevin girl...She and I have always had this bond, even when she was just a little girl. I remember, back then, she had the funniest way of introducing herself. She would walk up to complete strangers, hands on her hip, swaying back and forth, and would say: ‘What’s your name called?’ Of course, they would tell her and ask her name in return. One day, there was this boy; he asked her name and she replied, ‘Sevin.’ And the boy said: ‘Seven? What kind of a name is that?’... and it didn’t bother her one bit. She just stood there, smiling, ‘Yep, that’s my name.’”



Ralph continues: “She just has this drive. Back in high school, there was a day when everyone was announcing their colleges and their majors, and then it was Sevin’s turn. ‘I’m not going to college,’ she said in front of everyone. ‘You don’t have to go to college to be successful.’ And it’s true; she’s proved that. My little yellow-haired girl, she’s unstoppable, even after

all she’s been through. Yet, she has the kindest heart. I’m so excited for what she’s doing in real estate. I just love her to death. She’s my best girl.”

Today, Sevin continues to break the mold, giving back to the same community her

family has been a part of for four generations through real estate, charitable efforts, fundraising, and representing her state as United States of America’s Miss Colorado 2021. “This community has taken care of my family and our local businesses for over 100 years, it’s important for me to give back, after all, we only get what we give.”

When nineteen-year-old Sevin Murdock stepped onto the real estate field, many of you, impressed at her right-out-of-high-school ambition, likely didn’t give her much afterthought. Two years later, it’s quite a different story. It’s no coincidence that the same year Sevin’s mother left was the year she began selling jewelry. The creation, the sales, the art of it all was, at the time, a coping mechanism. And that tragedy, that hurt, that coping, turned a nine-year-old into an entrepreneur. “Like many, I’ve given up so much to be where I am today. There is no success that comes without sacrifice. Thank you, *Real Producers*, for your recognition, not just my own, but for all of us in the industry.”

Nominate our next Rising Star to brian.gowdy@realproducersmag.com.

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▶▶ partner spotlight

Keller Homes

By Lindsay Taylor



Pam and Dave Keller

The Keller Homes Difference

Dave and Pam Keller have always been big thinkers. Their drive to excel has led them to “think outside the box.” Their restless desire for continuous improvement keeps them looking outward, always bringing the latest in homebuilding innovation to Colorado Springs and Keller Homes. Being on the leading edge of design, product offerings, and processes is something they have become known for.

Keller Homes was founded in 1983 in Colorado Springs by David Keller. Throughout our 37-year history, we have built nearly 4,000 single-family homes in over 30 local neighborhoods, including Briargate, Pine Creek, Cordera, Broadmoor Bluffs, Cumbre Vista, Peregrine, Norwood, Flying Horse, Springs Ranch, Mountain Shadows, Jackson Creek, Bison Ridge, Green Valley Ranch and University Park. Today, Keller Homes builds in four master-planned communities on the northeast side of Colorado Springs. These communities offer quick access to I-25, as well as the Powers Boulevard corridor, providing easy access to shopping, dining, recreation, District 20 schools and area hospitals.

In addition to our established portfolio, Keller Homes has often been the first to bring new concepts in neighborhood and home design (La Bellezza, an Italian-inspired community and Élan, a mid-century modern low maintenance community) to Colorado Springs. The success of our niche product offerings is a testament to our in-depth market knowledge, nimble nature and forward-thinking culture.

Our passion to stay at the forefront of innovation and progress helps us continue to set new standards for homebuilding.

Design Studio

The Keller Homes Design Studio is by far one of the most exciting and rewarding steps of the entire home building experience. It is where inspiration, finishing touches, and personalization come together.





Our design studio is one of the most extensive in the region, offering thousands of design features to choose from and an experienced staff of three designers who make the process fun and easy. We recently completed a renovation of our Design Studio, adorned with the latest materials, colors, textures, fixtures, and design features available to individualize a home. Personalization after all, is what makes every house a home.

Our Team

At Keller Homes we value how we work as much as what we accomplish. Whether it is your first home or your fifth, it's important to know you have a partner in your corner.

We are proud of the relationships we have cultivated over the last four decades. From employees who have recently come on board to those who have been with Keller Homes for more than 20 years, to our trusted trade and REALTOR® partners charting the path with us since the beginning; we take great satisfaction in our team's allegiance and their spirit of innovation.

From top to bottom, the Keller Homes team is infused with a commitment to quality and a passion for progress, making collaboration second nature. We take pride in the homes we build today and understand the importance of the footprint we leave for tomorrow.



The Team in action!

Community Relations

We're not just crafting a place to live, we're cultivating value and sustainability in the communities we're helping to create. Communities where we love to live, play, grow and give back.

We have been supporting local organizations like United Way, Goodwill, Partners in Housing, Care & Share, and the YMCA in our region for decades and have long-standing relationships with the Chamber and Economic Development Corporation and the Housing and Building Association of Colorado Springs. We are truly invested in the betterment of our community both professionally and philanthropically.

More recently, we had the opportunity to partner with Pikes Peak United Way to raise money for the COVID relief program. Keller Homes committed to matching all donations to PPUW of up to \$10,000. This campaign raised over \$40,000 in just two days. Giving back to those most in need at this very challenging time.

We're proud to be part of the local landscape, history and fabric of our community.

Realtor Partnerships

At Keller Homes, we view our relationship with Realtors as a partnership. We appreciate the time REALTORS® take to introduce their customers to our communities, homes and story. We think our REALTOR® partners are a big deal. So much so that we created our REALTOR® Perks Program to applaud performance and help build on REALTOR® success with the right tools, education and perks.

We absolutely take pride in being a reliable partner for our REALTORS®. Making the home buying experience enjoyable and memorable is what we strive for, each and every time.



Holly Quinn

"Keller Homes treats my out of town clients with amazing service! They understand that the military doesn't always work on a precise timeline and my clients can't be in town while building their homes. They bend over backward to meet their needs. Keller Homes is very military friendly."
—Holly Quinn, the Platinum Group

"With my clients living outside of Colorado Springs, working with Keller Homes has been a breeze! From the Sales Team to the Design Team, Keller is excellent at communicating, answering questions, and providing the best possible service. My clients are very pleased with the ease of the entire home building process with Keller, whether the communications are over the phone, virtual meetings, or via email. Having a knowledgeable and friendly Sales and Design Team to give you quick and reliable feedback is essential when building a home and Keller has proven to be top-notch. In addition to their ability to communicate effectively and explain every aspect that could be confusing during the building



One of our favorite agents, Mike McGuire, selecting a home site in Wolf Ranch.

process, it is a very detail-oriented company that shows in their final work product. Keller homes are immaculate, beautiful, and constructed with integrity. My clients loved working with the company so much that they decided to buy a second lot for Keller to build on!" —REALTOR® Deanna Sicurella

The Keller Homes Experience doesn't begin and end with a floor plan, space, or community. It lives in the collaborations we foster, the experiences we share, and the values we display in everything we do. We are grateful for the partnership with *Real Producers* and our REALTOR® community and are proud to welcome second and third-time Keller homeowners to our communities. It's easy to fall in love with a new home. To build a home you stay in love with for years to come... that's what fuels us.

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May 2020

Supply and Demand

Contributed by Darrell Wass,
 owner of RE/MAX Integrity



Single Family / Patio Home El Paso County Price Ranges	All Listings as of May 20 2020	Total Listings Sold last 6 Months	Avg. Sales Last 6 months	Current Supply in Months
\$50,000 to \$149,999	2	18	3.00	0.67
\$150,000 to \$199,999	5	72	12.00	0.42
\$200,000 to \$249,999	18	398	66.33	0.27
\$250,000 to \$299,999	45	1177	196.17	0.23
\$300,000 to \$349,999	76	1347	224.50	0.34
\$350,000 to \$399,999	116	935	155.83	0.74
\$400,000 to \$449,999	121	512	85.33	1.42
\$450,000 to \$499,999	126	415	69.17	1.82
\$500,000 to \$599,999	189	417	69.50	2.72
\$600,000 to \$699,999	112	200	33.33	3.36
\$700,000 to \$799,999	79	89	14.83	5.33
\$800,000 to \$899,999	45	57	9.50	4.74
\$900,000 to \$999,999	32	31	5.17	6.19
\$1MM to \$1,499,999	52	37	6.17	8.43
\$1.5MM to \$1,999,999	15	6	1.00	15.00
\$2MM to \$2,499,999	8	2	0.33	24.00
\$2.5MM to \$2,999,999	7	0	0.00	Unlimited
\$3,000,000 Plus	9	0	0.00	Unlimited
Total	1057	5713		

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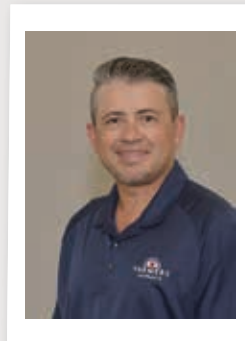


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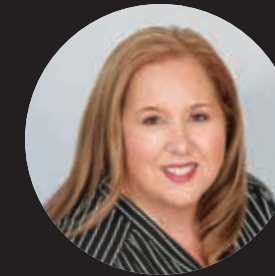
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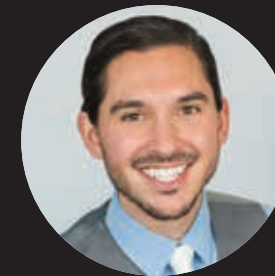
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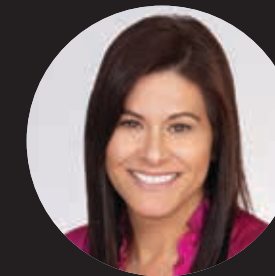
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