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ACE OF THE MONTH:
HEIDI KASAMA

PREMIER PARTNER:
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Wild Card of the Month:
ROCHANNA GHAFOURIA

JULY 2020



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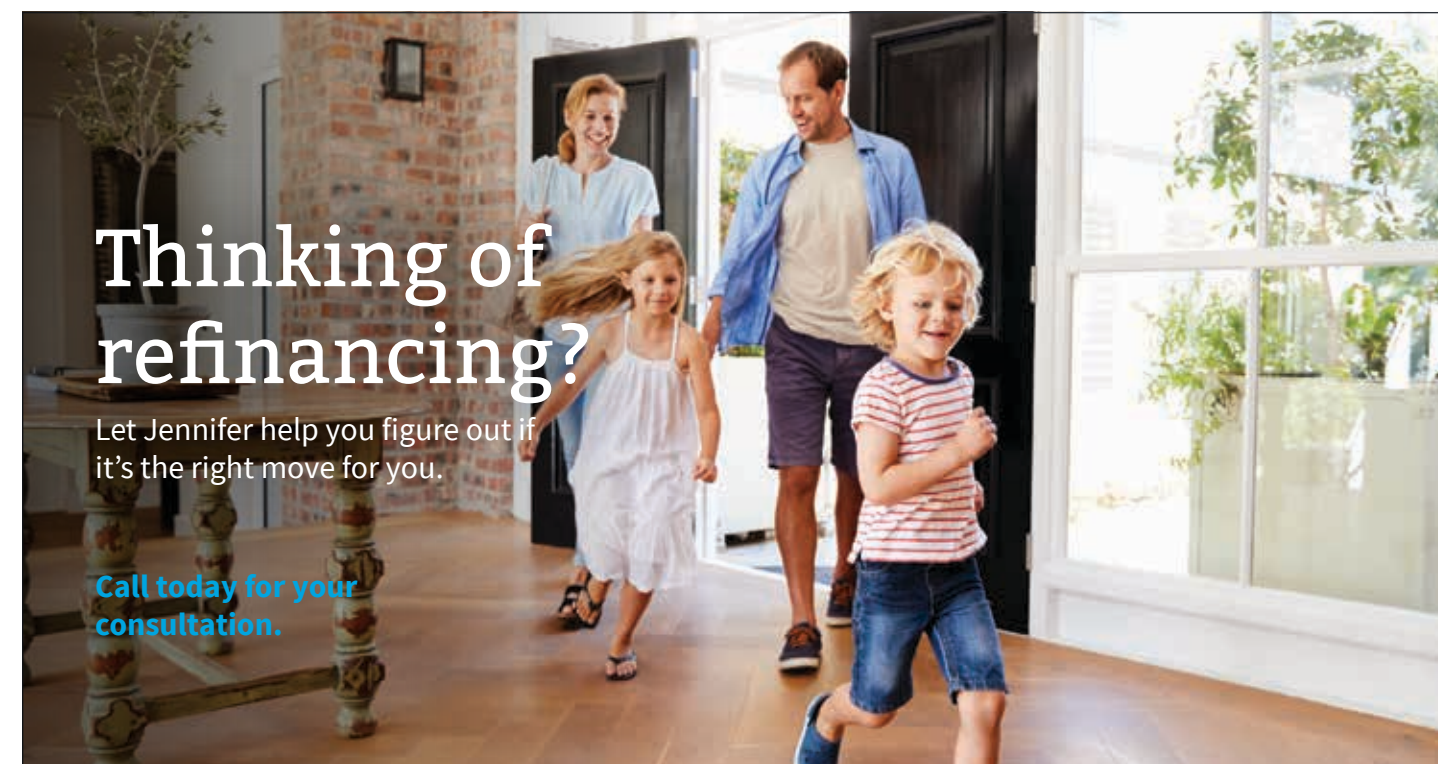


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Clay is also very passionate about helping our veterans, active duty military members and first responders get into new homes!!! Clay is one of three certified military mortgage boot camp instructors for the state of Nevada, which means he gets to 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.



CLAY SCHMEISSER

Branch Manager

NMLS# 404275

Las Vegas, NV

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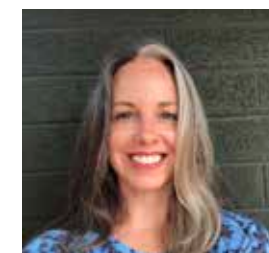
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If you are interested in contributing or nominating Realtors for certain stories, please email us at eliza.piotrowski@realproducersmag.com

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Mark Crowson

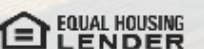
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publisher's note
By Joe Piotrowski

MEMORIAL DAY

IN A CHANGED WORLD



I write this note on Memorial Day. A Memorial Day not that different than most I've had in my life – spent with the one you love and the ones you love next – in our case, our friends and the pups. We are thankful and humbled that we can spend this time with our loved ones due to those men and women in the Armed forces who have sacrificed for us.

In years past, I remember lots of fishing and swimming in lakes in Michigan growing up – in Nevada; I guess that's golfing and shooting, among other things. Either way, they were great Memorial Days.

Memorial Day 2020 was definitely different though “practicing social distancing,” and as we had dinner with our friends at Dona Maria Tamale's, spaced 10 feet apart from other customers. The waiters and staff all masked and gloved did a great job serving us, and the food was delicious – but things are different.

Real Estate is different...in some ways. But in my opinion, after working so closely with the top 3%, everything is the same. The people who work the hardest, with the greatest attitudes, THRIVE regardless of any summer, winter, or pandemic. It doesn't mean that the best agents don't still struggle during these hard times. It also doesn't surprise any of us that we see a lot of the same names doing so well in the good times and the bad.

I'm fascinated to know what the real estate market will look like in six months. No one knows. We do know, though, that the agents who have their message out to the most people will likely list and/or sell the most homes. “Who you know” matters. But it takes a lot of effort and energy to continuously build relationships with your clients and even more to get great referral business. I also commend all you REALTORS® that are spending money on your signs, postcards, advertising online **AND in print** – while people are stuck home – you are reaching your audience.

It's been one year now that we have been doing Las Vegas Real Producer, and it's been fun! We've met some unbelievable people, but more importantly, we hope we've helped connect all of YOU – the top agents in Clark County with each other and with the best local businesses **referred by other top producers.**

We want to thank Ken Lowman, Ellen Fahr, George Kypreos, Jillian Bachelor, and Daryl Hannah for being a part of our Mas-termind Panel we hosted via Zoom and Facebook on April 30! Thank you this month to our new photography partners Albert Chernogorov of Chernogorov Photography and Shanae Green, with ListerPros for taking great pictures of the agents featured in this issue.

Eliza and I really can't wait to see you and shake your hand at an event sooner rather than later,

Eliza and Joe Piotrowski

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Written by **Elizabeth McCabe**
Photos by **Chernogorov Photography**

Meet Mark Crowson

MORTGAGE LOAN OFFICER AT
SOUTH WIND FINANCIAL, INC.



“I’ve been in mortgages since the late ‘90s,” says Mark Crowson, Mortgage Loan Officer at South Wind Financial, Inc.

Mark generally does residential loans to clients. With this experience and expertise, he delights in finding clients a great loan for their home. He also handles refinancing, and commercial loans are offered with the exception of SBA loans.

“I’ve got access to over 60 different lenders,” explains Mark. “Today’s rates are so incredibly low that it’s great for people who want low-interest mortgages – the shorter the term, the better.” In this manner, many people qualify for homeownership. “They can pursue the life that they always wanted,” says Mark, who sees homeownership as beneficial to the local economy.

Mark, a veteran, also specializes in veteran products for loans. With low-cost loans and no down payment requirements, veterans can find the home that they deserve. “We have the lowest rates we can offer,” says Mark. “It’s an excellent deal for veterans.”

Partnering with REALTORS®

“I work with over 100 different REALTORS® to help them grow their business. We close on time and prequalify with underwriting. We

close over 90% of our prequalified clients with REALTORS®. They have good faith in us that we can do our business and help them with their production,” says Mark.

Because clients are prequalified, they can spend time on those who can actually afford a home. It helps them use their time more efficiently. If an agent’s clients come from a different lender, Mark is happy to verify if they prequalify to purchase a home.

Mark and his team routinely sit in on open houses when requested by REALTORS®. This is an asset as he answers financial questions from potential homebuyers with ease. Numbers can also be calculated to see if the desired home is possible for a client.

In addition, Mark works with clients who are preparing to purchase homes. Some clients may take as long as two years to get ready to purchase a home. With his connections with REALTORS®, Mark refers his qualified clients to one of the REALTORS® he works with. He’s faithfully built relationships through the years in the real estate industry.

“I’m looking to grow my business with REALTORS® who are consistent in their production as well as borrowers and those looking to purchase to a home.”

Using the Latest Technology

During COVID-19, Mark used technology to his advantage with his clients. While it was challenging to meet with clients, thanks to e-signing, loans got closed on time. Remote notaries were also used for signing, coming to a client’s home.

“The world has changed a little, but there are still a lot of ways to get things done,” explains Mark. With DocuSign and Adobe, things still went smoothly in a time of uncertainty.

Mark and his dedicated team are always readily accessible to clients and REALTORS®.

For more information on this month’s Premier Partner, check out Mark’s website, markcrowson.com. As Mark says, “Finding the perfect home is stressful, but with the right person, your mortgage doesn’t have to be.”

Mark Crowson

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MEET Rochanna. Ghafouria OF LIFE REALTY



►► wild card of
the month

Written by **Elizabeth McCabe**
Photos by **Chernogorov**
Photography

Growing Up in the Real Estate Industry and Finding Her Niche



“I’ve been in real estate my whole life,” says Rochanna Ghafouria. “I grew up in the business. My dad owned a Real Estate company, and I grew up watching him do business since I was a little girl.”

At the age of 14, Rochanna started working in the post room of her Dad’s office on the weekends. She was the head receptionist by the age of 15 and was quickly promoted to office manager facilitating the accounting and hiring new agents. Growing up in the glamorous real estate lifestyle amongst some of today’s top agents, Rochanna began to envision her future, and the decision to go into real estate was a simple one.

This go-getter got her license when she was 18 and has been selling homes for the past two decades. Rochanna has been listed in the top 250 Agents in Las Vegas and has successfully established her own specific niche in Real Estate.

Blessed by Real Estate

“I really love the Art of selling real estate, and my negotiation skills are second to none,” says Rochanna. She also likes meeting new clients, and her clients turn into life-long friends. She

caters to her clients by giving them the highest level of service and makes the dream of homeownership a reality.

This is Rochanna’s niche. She explains, “We live in a city that is supported by our hospitality and service industry, casino workers and tip earners. It’s an all-cash industry that can make it tough when trying to qualify for traditional bank financing, and that’s where I come in.”

Growing up in Las Vegas

Born in Louisiana, her father moved to Las Vegas as a single father, where his Aunt resided when Rochanna was three, and her brother was just a baby. Together they became a family, and Vegas became home.

At the age of 13, she moved to Tehran, Iran, to learn about her Persian culture and attend an international school. “It was a total culture shock! Being an American girl of Persian descent with blond hair made me stand out.” This experience has taught her some of the greatest life lessons that have molded her into the strong businesswoman she is today. “I used it to better myself. I learned beautiful things about my culture and became fluent in Farsi,” she comments.

Rochanna, who is half Persian herself, loves and respects her culture.

Setting Herself Apart

Rochanna prides herself on putting her clients’ interests first. She says, “I make all my clients feel like they are a priority.” Her calmness and ability to problem solve make her a REALTOR®. Rochanna remarks, “Buying a house is one of the biggest investments of your life. Buyers want to feel confident in their agent, and I work very hard to accomplish that.”

In her free time, Rochanna enjoys a very active lifestyle from cooking and trying out new restaurants to working out daily, amongst other challenging athletic activities such as hiking and wakeboarding. She also has a passion for interior design, which goes hand in hand with her career. Mental and physical balance is the secret to her success!

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George

K Y P R E O S

» high roller
Written by
Elizabeth McCabe
Photography by Shanae
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Leading Others to Success!

REALTOR® George Kypreos attributes his success in life to his parents.

“My parents have both been huge role models for me,” he says. “Watching them work in our family business, growing up, gave me amazing respect for their work ethic. They never missed a day, and they were never late, which gave me a hands-on lesson on what it takes to get ahead. I learned at an early age that it’s about rolling up your sleeves and getting to work.”

George worked in his family’s business at the Greens Supper Club as a chef before making the leap to real estate. He has been a REALTOR® for 16 years and has completed over 3,000 transactions.

His work ethic and perseverance have paved the way for success. He started at Coldwell Banker before opening his own brokerage, GK Properties Real Estate & Management. An award-winning agent, George ranked first in 2019 for overall sales in Clark County.



George and daughter Athanasia

Dream of Real Estate

“Everyone gravitates toward real estate,” says George. “It’s a dream. Real estate is the one business where there really isn’t a barrier. It is what you make of it. Some people give REALTORS® a bad rap. In my case, it afforded me to get into an industry that provided a great career for me.”

George started as a retail agent, working with people he knew before becoming a trailblazer. Determined not to be held back, he didn’t let the Great Recession define him. Rather, this was an opportunity to begin anew.

“I decided that I wanted to dabble in the wholesale business, representing investors and institutional buyers,” says George. He started acquiring homes for family members, then rental companies shortly after. “I started playing the volume game, attempting to do that in 2010 and having success in 2012. My big years were from 2013-2015, a result of the teams that I had built,” recalls George.

Leading the Way

As a broker, George leads others to find success. He greatly values his teammates and the agents who work with him. George really enjoys helping families who he represents, sharing in their dreams, and helping unlock those dreams for them.

I’m more of a big picture guy, not detail oriented. I have managers and partners that help me through all that so I can focus on building the relationships. I get tired of looking at data for too long, but I can talk to people for hours and help them find the best path to the finish line.”

“I realized I could only do that for so many people. With 25 members of my team, we can now unlock more dreams.”

Along the way, George found his role in leadership. He explains, “I’m a big-picture guy, not a detail-oriented guy. I have managers and partners that help me do the granular stuff. I’m a relationship person. I get tired of looking at data for too long, but I can talk to people for hours and help them find the best path to the finish line.”

He has learned a lot of valuable lessons through real estate, especially that he cannot do it all himself. “That’s a mistake that a lot of REALTORS® make,” says George. “They show homes, manage escrows, write offers, and provide continual communication to clients.” George found a better way – aligning himself with his “fantastic team members and partners.” By doing so, they become more efficient and effective, impacting more people’s lives in the process.

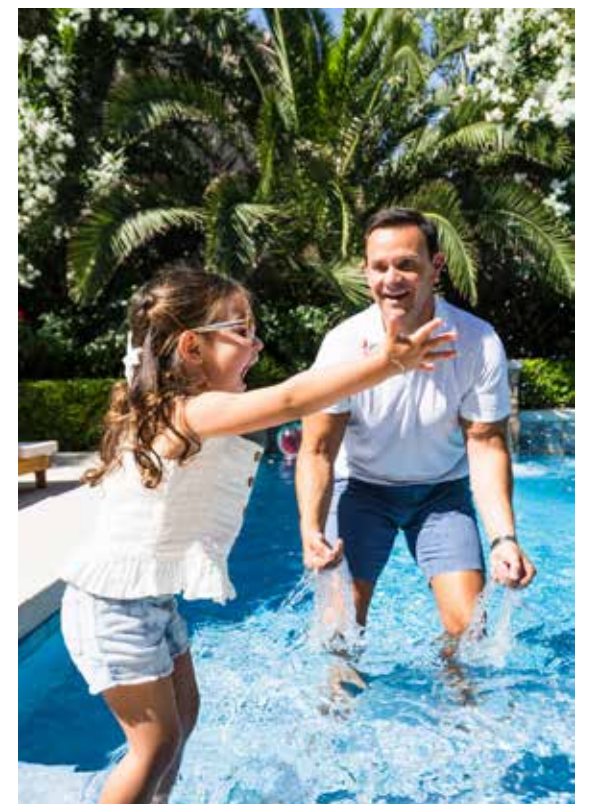
Personal Interests

Outside of work, it’s all about family for George. He’s been married to his wonderful wife, Lesley, for five years, who is an “amazing partner” and has been one of the driving force to his suc-

cess. They are blessed with a 3-year-old daughter Athanasia, also known as Sia. “She’s the reason I got to work every day,” he says.

In his free time, George likes to cook. Even with his demanding work schedule, he makes it a priority to cook breakfast and dinner for his family. He shares his cooking expertise with friends, clients, and colleagues. George uses a simple approach to cooking all sorts of delectable dishes that everyone loves.

In conclusion, George says, “I’ve been very lucky in my life and my career. I’ve been fortunate to be at the right place and the right time. I consider myself blessed and grateful.”



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▶ ace of
the month
Written by
Elizabeth McCabe
Photos by
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Meet REALTOR®

Heidi W. Kasama

Owner and Manager of Kasama Property Management

Finding the Strength to Pave Her Own Way in Life

What doesn't kill you makes you stronger. REALTOR® Heidi W. Kasama is living proof of that fact. At the young age of 29, she lost her mother, only to lose her dad three years later. Six years after that, her brother died.

"When you go through things like that, it either crushes you as a person or makes you stronger," says Heidi. "I was fortunate that God gifted me with a lot of strength. I was very blessed because I had such wonderful parents. I learned so many gifts from them that made me a strong woman."

With her grit and determination to never give up, she found the strength to pave her own way in life. The daughter of two immigrants from Norway, Heidi started her life in Brooklyn, New York, before her family settled in Seattle. It was here that Heidi put herself through college to become a CPA, a job that she enjoyed for over 20 years.

"I audited educational institutions, non-profit organizations, and health and welfare organizations," explains Heidi. She earned her real estate license in 1990 while also continuing to run audits. In 2002, she moved from Seattle to Las Vegas and became a licensed REALTOR® in Nevada.

Heidi is grateful for her accounting background. She says, "It was a tremendous help having that background with a following of investors and home buyers." Because of her expertise, she was able to give financial advice with ease. After all, a home is often the largest investment of someone's lifetime.

Growing Her Brokerage

Real estate has provided Heidi the

opportunity to become a successful entrepreneur and succeed. In 2004, she opened her own real estate brokerage in Las Vegas and grew the brokerages to approximately 80 agents.

Heidi then merged her company with Prudential, which has now become Berkshire Hathaway HomeServices - Nevada Properties. Now Heidi has the opportunity to lead others as the branch manager, overseeing 250 agents.

Heidi also owns and manages Kasama Property Management, specializing in residential and commercial property management. Last year, she had almost \$22 million in real estate sales and property management business. A truly impressive accomplishment!

How does she do it all? Heidi laughs, "If you want something done, ask a busy person."

Leadership Roles

A recognized expert in real estate, Heidi has held several leadership positions. She served as the 2018 President for the Nevada REALTORS® (NVR) and 2014 President of the Las Vegas REALTORS® (LVR). Currently, Heidi serves on the Finance Committee for the National Association of REALTORS® (NAR). She was also honored to receive the "REALTOR® of the Year" award for 2018 by NVR and 2015 by LVR.

Family Life

Heidi is married to her husband Peter, and they have a combined family of five daughters. Serena, their youngest daughter, recently joined Heidi in real estate in November 2019.

In her free time, Heidi is active with her church and has served on their board. She also enjoys golfing, traveling, and reading. She is also proud to run for office for Assembly District 2.



(L-R) Heidi, Peter and Serena

Heidi is an inspiration to others with her drive and determination. Best of all, she loves what she does. "I think real estate is a fantastic profession," she concludes.



A FRESH TAKE ON MODERN LIVING



Terra Luna at The Cliffs Village in Summerlin

- New homes from the mid \$500s
- Mountain and city views in a coveted location
- Close proximity to schools
- Single- and two-story floorplans
- Three unique architectural styles
- Indoor/outdoor living
- 2,463 to 3,279 sq. ft. (approximately)



TERRA LUNA

MORE PARDEE HOMES THROUGHOUT THE VALLEY

- SOUTHWEST LAS VEGAS -

Terra Luna
THE CLIFFS VILLAGE
IN SUMMERLIN
MOVE-IN READY AVAILABLE
3-5 bedrooms | 2.5-4.5 baths
From the mid \$500s
One and Two Story Floorplans

Nova Ridge
THE CLIFFS VILLAGE
IN SUMMERLIN
3-5 bedrooms | 2.5-4.5 baths
From the \$600s
One and Two Story Floorplans

Sandalwood
STONEBRIDGE VILLAGE
IN SUMMERLIN
3-5 bedrooms | 3.5-5.5 baths
From the \$700s
Up to 4-Bay Garages

Evolve
FINAL OPPORTUNITY
2-3 bedrooms
From the low \$300s
Modern Townhomes

Cirrus
2-5 bedrooms | 2.5-4 baths
From the mid \$300s
Downstairs Suite Available

- HENDERSON -

Strada 2.0
IN INSPIRADA
MOVE-IN READY AVAILABLE
3-5 bedrooms | 2.5-4.5 baths
From the \$400s

Arden
IN INSPIRADA
2-5 bedrooms | 2.5-3 baths
From the high \$300s
2-Bay Garages

Capri
IN INSPIRADA
2-3 bedrooms | 2.5 baths
From the low \$300s
Modern Townhomes

Axis
FINAL OPPORTUNITY
3-5 bedrooms | 2.5-4.5 baths
From the mid \$800s
Gated Community
One-story Floorplans Available

Corterra
3-5 bedrooms | 2.5-4.5 baths
From the mid \$400s
Downstairs Bedroom Available

Highline
3-5 bedrooms | 2.5-4.5 baths
From the \$400s
Downstairs Suite Available

- NORTHWEST LAS VEGAS -

Cobalt at Skye Canyon
MOVE-IN READY AVAILABLE
3-5 bedrooms | 2.5-3 baths
From the high \$300s
Downstairs Master Suite Available

Onyx at Skye Canyon
4-5 bedrooms | 3.5-5 baths
From the high \$400s
Downstairs Master Suite Available
Up to 3-Bay Garages

- NORTH LAS VEGAS -

Indigo
3-5 bedrooms | 2.5-3 baths
From the low \$300s
Downstairs Bedroom Available

Larimar
THE VILLAGES AT TULE SPRINGS
MOVE-IN READY AVAILABLE
3-5 bedrooms | 2.5-3.5 baths
From the \$300s
Gated Community
One and Two Story Floorplans

Blackstone
THE VILLAGES AT TULE SPRINGS
Up to 6 bedrooms | 2.5-4.5 baths
From the low \$400s
Gated Community
Up to 3-Bay Garages



Call our New Home Specialists,
Shannon Marler and **Paris Bieber**
at **702-602-9684** for details
PARDEEHOMES.COM/LASVEGAS

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“THE MOST RESOURCEFUL PEOPLE IN TOWN”
WITH 7 LOCATIONS ACROSS THE VALLEY



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