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Bud Cortner

MVP SUPPORTING STAR:
Brianna Branine

NICHE AGENT:
Christina Z. Houston

ALSO IN THIS ISSUE
Ask the Expert: Disruptors in Real Estate
Letter from the KAR President

JULY 2020

we appreciate you

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MEET THE WICHITA REAL PRODUCERS TEAM

				
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If you are interested in contributing or nominating REALTORS® for certain stories, please email us at samantha.lucciarini@realproducersmag.com.

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What's The Point Of All This?



The other day I was asked, "What is the point of the magazine?" It had been a while since someone had asked me that and I could feel a passionate answer coming on. I get pretty excited when it comes to *Wichita Real Producers*. It feels like yesterday that I was just getting started and we had not yet printed our first publication. Now it has grown close to 50 pages a month and has 40+ sponsors. How can I not get excited? Before answering, I settled myself down and just pointed back to the subtitle on every issue...informing, inspiring, connecting REALTORS® of Wichita. It got me thinking though...how many other people are wondering the same thing. What is the point?

So here it is...the Top 10 perks of the magazine.

1. Strengthens the community of Real Estate in Wichita
2. Validates the business of the top producers
3. Gives cover stories a platform to impact others
4. Creates more competition among the agents
5. Connects the top producers with the top local businesses
6. Educates and helps grow your business
7. Keeps you up to date on social events
8. A Badge of Honor to receive the pub
9. Introduces the rising stars to the veteran agents
10. A networking tool for all readership

Businesses who advertise in the magazine recognize that there are over 2,000 REALTOR® members in RSCK but only 300 who sell over \$3.6 million in real estate. If you receive this magazine, it means you take this job seriously...and you are good at it! We are thrilled with the atmosphere that this platform has created among top producing agents.

Remember, this publication is FOR you, BY you. We rely on YOUR feedback when it comes to improving the magazine and events. If you have ideas on what you want to see or who you want to see in YOUR magazine, don't hesitate to reach out. I can't wait to hear from you!

Write me at samantha.lucciarini@realproducersmag.com or, look us up on Facebook, Instagram or LinkedIn.

Please welcome our newest business partner, Chris Zachary of Zachary Insurance. And another warm welcome to our newest staff members, Writer Nicole Langley, and Events Planner, Ashley Labus!

▶ president's corner

KAR President

Marsha McConnell



I hope this note finds you all busy with the spring market, and with customers and clients starting to emerge and move forward again. Our market lacks inventory, and that seems to be a common theme across the state. Many people refer to this time as our "New Normal."

I don't believe that to be the case.

Our lives will never be the same again; the way we conduct our business will never be the same; we've found new technologies that have allowed us to connect visually and virtually tour properties. We've seen the interest rates remain low, and the market activity has been stable for the most part. Yes, there have been some decreases in listings and closings, but most regions have remained stable.

I don't believe we'll continue to live in fear of being exposed to people and being sequestered at home and behind masks and everything else.

Our cities and states are opening back up—sometimes to the detriment of the health of its citizens. It pays to move forward cautiously, but move forward indeed. We are reminded each day that flexibility is KEY.

The recent riots reflect pent up frustration with the situation of the past three months, in addition to underlying, long-term issues.

As REALTORS®, we celebrate homeownership during the month of June and remain committed to working to put our customers and clients in a home. That's Who We R®.

Marsha McConnell
2020 President, KS Association of REALTORS®

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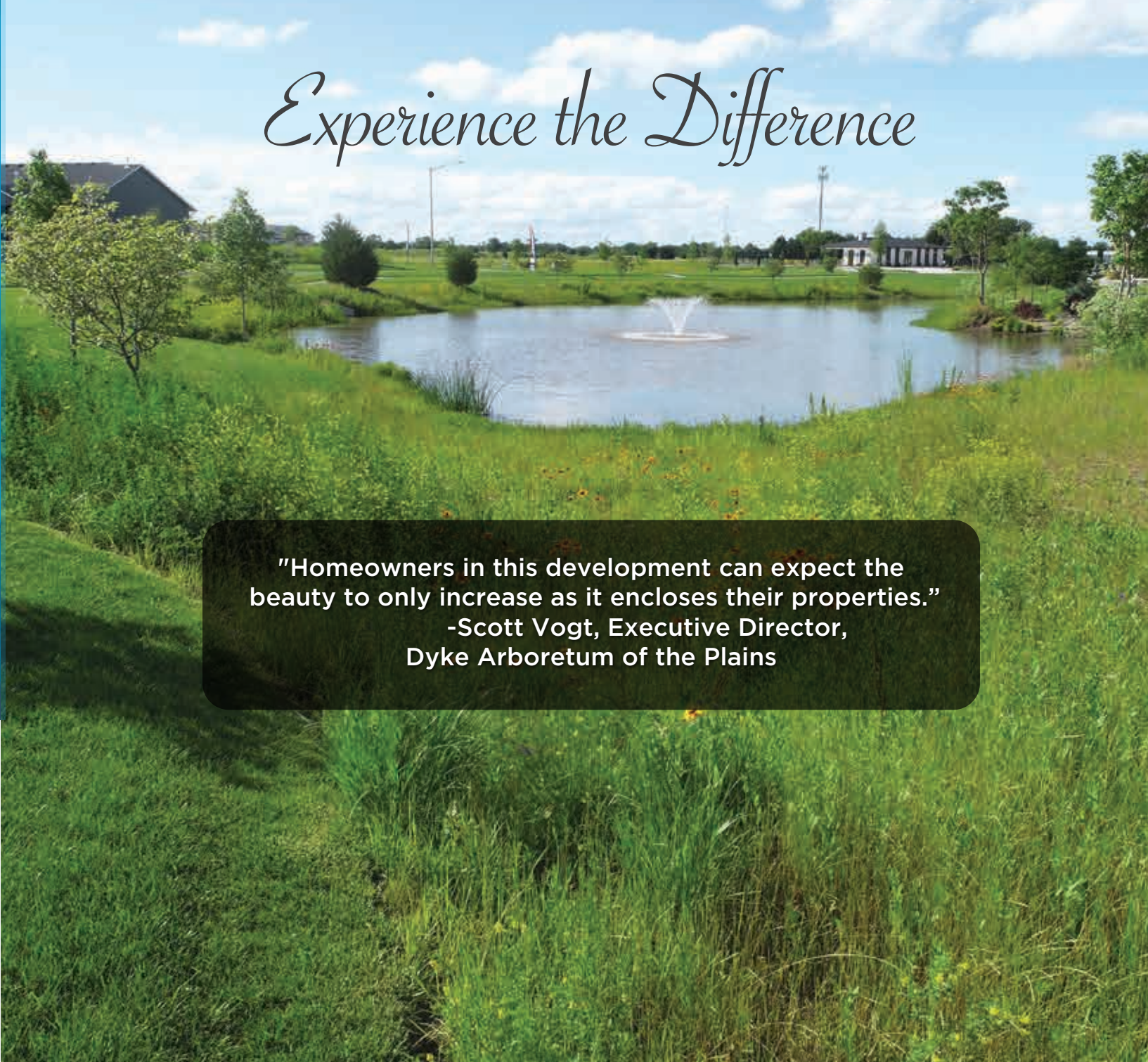
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CHRISTY FRIESEN

▶▶ top producer

Written by
Daniel Davidson
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Photography

Believes Making a Difference Begins with Making Time



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As Team Lead of the Trusted Advisor Team and REALTOR® at RE/MAX Premier, Christy Friesen is a perfect example of service before self. And one of the ways she does that is through her time. In many ways, it's about making time that seems to be in such short supply these days.

"When I was younger, I wanted to be a marine biologist," Christy recalls.

As Christy made her way through her college career, she decided on a different direction, graduating from Wichita State University with a degree in Spanish and Literature in 2003. She continued on and earned her master's degree in Spanish, as well.

Along the way, Christy taught Spanish undergrad classes for four years to pay her way. She also retained her long-time bartending job at Old Chicago restaurant.

"That job at Old Chicago allowed me to form friendly relationships with many different

"I continued working at Old Chicago one or two nights a week. Almost immediately after I got my license, the market crashed. So that first year in real estate, I didn't make much money," she says. "I was actually in the hole by several thousand dollars. But after those first couple of years, it really took off."

The impact of her work can be measured in the relationships that Christy builds...and continues to affect her business to this day.

“The people on my team are the reason for our success. I would not be where I am without them. It feels like we finally have the right mix of people.”

people and gave me so many connections on the west side of town. It was there that I made friends with one of my favorite customers, Greg Robson, who worked at Realty Executives at that time," she recalls. "I remember asking him about real estate on several occasions, and

"One of the things that helped me make a good start in real estate was getting to know so many people through my work at the restaurant," she points out. "I haven't worked at Old Chicago for eight years, but yet I'd say that 50 to 60 percent of my business comes from my time there. I wouldn't be where I'm at without all of the awesome people I met while working there."

Another element that helped Christy make a successful transition was her mindset.

As Christy says, "That's one of the things I really hope my clients sense... that I would do anything for them, and they remember the relationship more than a specific deal or transaction."

Getting Her Start

Growing up in Clearwater, Kansas, Christy's dreams for her future were set far away from the land-locked Midwest.

we agreed to have lunch to talk about it. He convinced me to sit down with Tim Holt, who I now consider to be my 'real estate grandpa'. From the first time I met Tim, I really liked him. So I thought, 'let's try this.'"

Strong Bonds

Christy's bond with Old Chicago was strong. In fact, she continued working at the restaurant for the first five years she had her real estate license.

"I told myself I'm going to do it, and I'm going to give myself several years to do it," Christy says. "I thought if others could do it {real estate}, I could, too. That involved sitting for lots of floor duty, which is how I picked up my first few listings and buyers."

•••

Friendships Are at the Heart of Christy's Work

"The people and the relationships that we have are the most rewarding. It's amazing to have lots of friends and people that we can count on. I can't go to the grocery store without seeing half a dozen people I know," she says. "Another real benefit to being in this line of work is having some financial freedom and some flexibility in my schedule."

The results of Christy's work have been impressive. In 2019, Christy and her team recorded nearly \$23 million, with \$128.5 million in career volume.

"The people on my team are the reason for our success. I would not be where I am without them," she says. "It feels like we finally have the right mix of people."

I love spending time with my family, my neighbors, and my clients. It seems like there's never enough time to give.



We all get along so well together and have such a fun team culture." Christy's current team started with just herself and Jake Underwood, who has been with her for five years as her team Transaction Coordinator. "He has customer service down to an art, and is the hub of our business," Christy says. Meaghan Sauder has been with Christy for almost four years as the lead listing and buyer specialist. "She's awesome! I always tell her I wish I were her sister," smiles Christy. "Liz Hallacy is also excellent at what she does and is such a go-getter. Our newest agent, Krista Ybarra, has hit the ground running. We are excited to see where she can go with us!"

Passion for Life

In her life away from work, Christy treasures the time spent with her husband of 14 years, Tim, along with their 23-year-old daughter, Taylor Axtell, who just graduated from Kansas University and is preparing for medical school.



Christy and her husband, Shawn, her daughter, Taylor Axtell, and Taylor's boyfriend, Sam Clark, celebrating a friend's wedding!

Giving back is a big part of who Christy is. She is involved with a variety of events that support local animal rescue efforts. Plus, with each house that's sold, a contribution is made to Children's Miracle Network.

Christy enjoys yoga and traveling. "Tim was a travel agent when I met him, and he was the one person I had met who had traveled more places than I had," Christy smiles. "So that's something we enjoy doing whenever we can. Costa Rica is our favorite destination."



You'll also find Christy proudly cheering on her alma mater. "I'm definitely a mega fan of Wichita State mens' basketball," she emphasizes. "Go, Shocks!"

As Christy considers the progression of her career to date, and the promise of what's yet to come, one of the favorite parts of what she does continues to be measured by the clock.

"I love spending time with my family, my neighbors, and my clients. It seems like there's never enough time to give," she says.

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Lisa Anderson

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Written by Dave Danielson
Photos by Darrin Hackney Photography

THE PEOPLE YOU WORK WITH RELY ON YOU. WORKING AS A NURSE ANESTHETIST IN AN OPERATING ROOM FOR OVER A DECADE, LISA ANDERSON KNOWS WHAT IT MEANS TO HAVE PEOPLE DEPEND ON YOU. SHE'S THE GIRL YOU WANT ON YOUR SIDE.



“My patients put every bit of their trust in me to keep them alive during surgery,” she says. “Not only that, but it was also my job to be my patients’ voice while they were asleep to ensure they got the best care and everything they needed.”

Another way of looking at it is they rely on you to be their advocate—to be on their side during what can be one of the most stressful times of their lives. Just like with her experience in the operating room, one of those who demonstrate this kind of advocacy in action in real estate is Lisa Anderson.

As a REALTOR® with JP Weigand & Sons, Inc., Lisa is someone her clients trust and rely upon. She’s also someone we’re proud to recognize as this month’s Rising Star.

HONING HER STRENGTHS

While caring, empathy, and a strong desire to stand up for others have always been a part of her nature, these natural tendencies were honed through Lisa’s previous career as a nurse anesthetist in the operating room prior to beginning her real estate career.

Lisa earned her nursing degree from Washburn University and her master’s degree in Nurse Anesthesia from Newman University. Experience working on the front lines for trauma patients and high-intensity situations have cultivated Lisa’s skills in handling even the most stressful of circumstances. Her leadership often used to manage people and their emotions—and was crucial and sometimes lifesaving.

“I think my background in the hospital has helped me become the person I am today. I have seen it all. I have challenged the strongest to defend the most vulnerable. Nothing is going to intimidate me in real estate. I will defend what is right and fair, no matter what,” says Lisa.

FINDING HER REAL ESTATE HOME

Lisa has called Wichita home for almost two decades. Her husband, Chris Anderson, is an orthopedic surgeon who performs knee and hip surgeries with Advanced Orthopaedic Associates. Together, they have three children.





“When Chris and I started our family, I began working less as a nurse anesthetist and spending more time at home,” she recalls. “It was unacceptable to us to both be in the operating room and unavailable to our kids, so that’s when I started thinking about doing something different.”

Lisa mentioned her family built and sold houses in her hometown, and from that, she has a background knowledge of real estate. In addition, Lisa says, “I knew I wanted to continue to help people while ensuring the flexibility I needed to be there for my kids.”

As Lisa transitioned into the business, she worked hard, and she kept a clear perspective.

“I enjoyed it from the start,” Lisa tells us. “I really didn’t have any expectations or goals; I just wanted to help anyone who wanted my help. I was focused on each client and committed to getting the best results I could for them.” She quickly realized that similar to advocating for her patients in the operating room, she is now the voice for her clients in real estate. As Lisa says, “One of the best compliments I have ever received from a client was, “I am so glad you are on my side.”

People trust Lisa, and she comes through for them. Lisa’s business quickly grew from personal contacts and referrals. That trend has continued. Lisa’s career took off from the start; she was named J.P. Weigand & Sons, Inc.’s ‘Rookie of the Year’, selling over \$7.5 million in her first year. Her second year in the busi-

ness, she was named Weigand’s east office #1 Residential Agent, selling over \$12 million. Halfway through her third year with three *Wichita Business Journal* “Dream Home” listings under her belt, she is on pace to exceed herself yet again. “I have a tremendous amount of support from JP Weigand and have to give credit to the most amazing broker, Barb Boulanger, and the most amazing staff...

Judy, Jean, Katie, Cassy, and many others who make it possible for me to help more people as my business has grown. I couldn’t do it without all their support,” Lisa says.

CALM STRENGTH

Lisa takes pride in being the voice of strength and calm for her clients.

“I’m not afraid to assert myself and be the voice for my people,” Lisa emphasizes. “I can stick up for them, and it means a lot to me to do so.” In talking with Lisa, it’s clear to see her fair, diplomatic, and honest approach. It’s a set of characteristics that she puts to good work for her clients each day.

Lisa’s optimistic nature brings hope to her clients as well. She has enjoyed a new set of skills she didn’t realize she had, which is using her interior design eye to help a client re-purpose or re-arrange their own furnishings to stage their homes to make a better impression on buyers. Lisa explains, “It all began with my desire to help people, and has grown organically into an enjoyable staging service that I love doing and my clients love the results of.”

FAMILY TREASURES

Away from work, Lisa cherishes time with Chris and their three children—Ben (8), Emily (6), Kate (4), and their dog, Archie.

In their free time, you’re likely to find the Andersons doing something active...like fishing in the neighborhood pond, riding their bicycles, remodeling their home, traveling to the Lake of the Ozarks in the summer

for fun in the water, or to the slopes of Colorado for snow skiing during the winter months.

Lisa also puts her passion for helping others to work through organizations such as Women of Wichita, Designing Women, Weigand Cares efforts, as well as her most loved passion of being active in her children’s activities and classrooms as headroom mom and PTO chair.

Lisa Anderson is one who helps others with a rare spark—a strong spirit of advocacy in action.

Lisa tells us, “My success has never been defined by money or sales volume. That’s not how I was raised, and that’s not how I want to raise my children. I take pride in working hard and helping others. At the end of the day, if I can say I did that, then that’s success.”



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WILL KING

IS A STAR - In and Outside the Office!



U.S Mortgage Corporation

▶▶ partner spotlight

As a Karaoke Star, Will King wins local singing competitions using a mix of his many talents. He can belt out a Frank Sinatra sonnet like no other! Offstage, he shines even more brightly. With creativity, experience, and dedication, Will has helped countless Wichita residents achieve their dreams of homeownership.

“Where there’s a ‘Will’ there’s a way,” he smiles. “We offer a wide range of loans and strategies to help clients get the best payment scenario with as little money out-of-pocket as possible. We also use a midwest processing center that understands Kansas communities, making it easier to close on everything from multi-million dollar properties to unique rural properties, including all of Wichita’s housing community.

Raised in a small Kansas town himself, Will understands the value of tenacity, hard work, and community. As a Branch Manager and Loan Originator for US Mortgage Corporation, he encourages clients to call his cell whenever they need him, including evenings and weekends and enjoys working with people from all walks of life.

“From A+ clients to people who need help overcoming bad credit, my goal is to put everyone in the best financial position for their purchase,” Will says. “By combining the best products available with service that goes above and beyond, my whole team works hard to make sure clients get the most for their money and can call home a safe place financially.”

Long-term client relationships are essential to Will. By getting loans right the first time, Will’s clients come back to him when they are ready to buy again. Known for being a problem-solver who gets deals closed, he even has second-generation clients now.

...



“Singing on stage is great fun, but knowing I’ve helped someone achieve their dream of calling a place home is even better.”

It's not always an immediate process, but it's incredibly satisfying to see people 'making it home' who were once told they couldn't qualify for a loan.

...

"I will kick a dead horse until it breathes again," Will laughs. "Sometimes, it just takes creative thinking and finding a new way to make it happen. We make sure we finish every loan we start to best of our ability. And I don't tell people 'no.' Anyone can buy a house if they're willing to put the work in and follow the process. I've worked with clients who were told 'no' at other companies without being told why. After meeting with me, we put together a plan that allowed them to repair credit, save for a down payment, and budget for a house payment that put them in the price range they want without making them house-poor. It's not always an immediate process, but it's incredibly satisfying to see people 'making it home' who were once told they couldn't qualify for a loan."

It's a whole-team effort. "I work with a wonderful, experienced group of people who are passionate about helping others. My assistant, Dani, has been with me for eight years and is also a certified loan originator. Interest rates are unprecedentedly low right now, and market value remains stable. With fewer homes on the market, nobody wants to lose a long-awaited deal because of the



loan. That's where we come in. We can take tough deals, and we can do A+ deals. You get the full package when you work with us," Will says.

Part of the package includes an app that allows for almost instant pre-approval. "All it takes is downloading and filling out the USMPower mortgage app, a five-minute phone conversation with me, and clients may know if they qualify for the home they want to buy within minutes," Will explains. "Then REALTORS® can submit offers with confidence."

Will sang "I Don't Want to Miss a Thing" by Aerosmith at his last karaoke competition. It could just as easily be his theme song for work. Will smiles,

"Singing on stage is great fun, but knowing I've helped someone achieve their dream of calling a place home is even better." It takes a wide range of talent to do both!

Will King
NMLS# 459176
Mortgage Loan Originator
US Mortgage Corporation
Branch NMLS# 1405053
Corporate NMLS# 3901

If you would like to get in touch with Will, you can reach him on his cell: (316) 312-2936; email: KSLoanMan@usmortgage.com, or visit online at www.kansasloanman.com.

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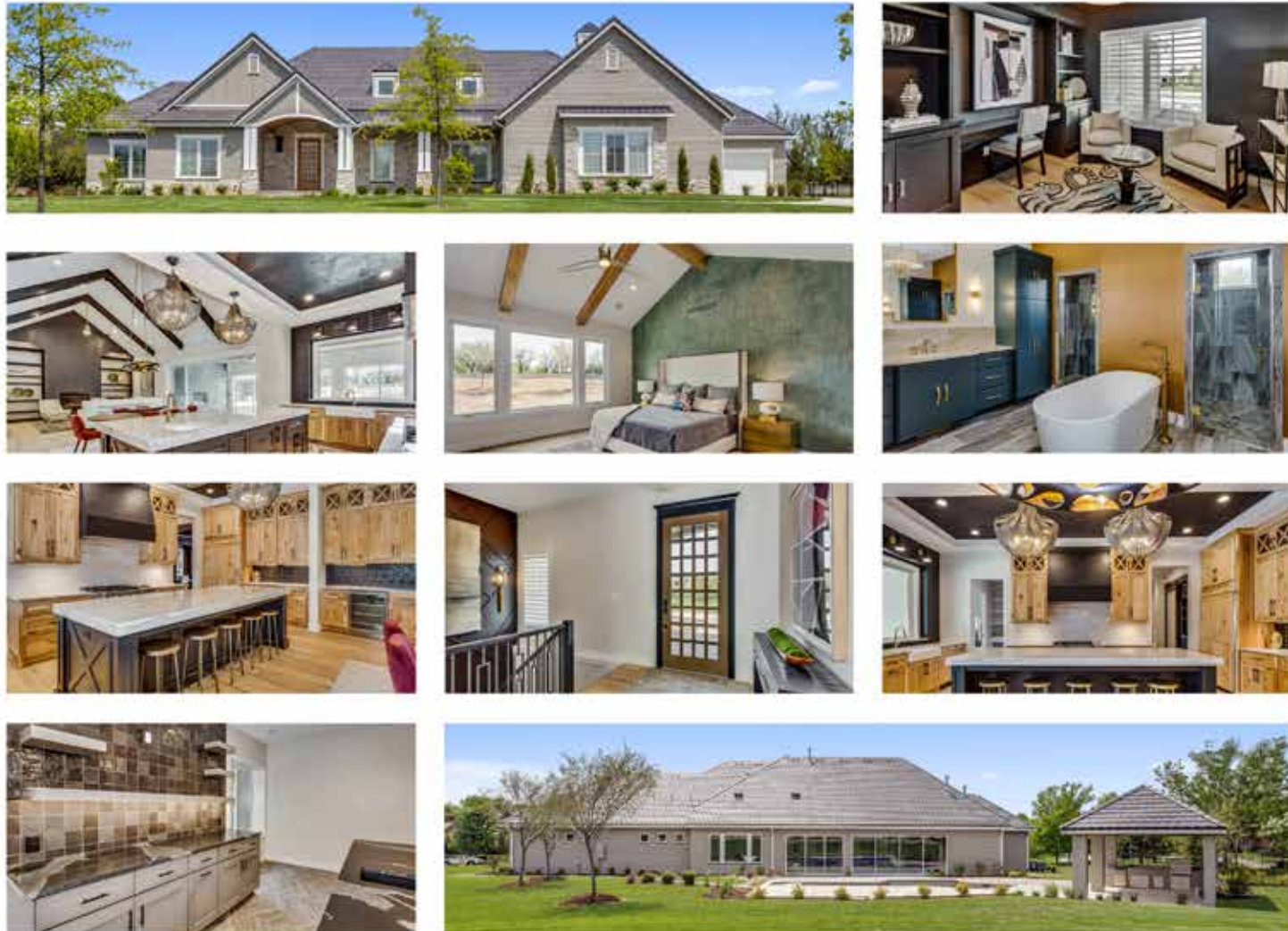
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This expanded version of the popular Magnolia plan design boasts a grand entry with vaulted ceilings with custom beams, dormer windows, 20' bi-parting doors, and gas fireplace with focal wall in the great room, custom-built Rustic Hickory kitchen cabinets, walk-in pantry, master suite with walk-through his and her shower, large master closet with dresser islands, attached laundry room plus an office/nursery, two additional bedrooms with on-suite baths and enclosed fully conditioned lanai with attached pool bath and fireplace. The finished basement includes a large family room with wet bar, glass enclosed wine cellar, linear fireplace with focal wall and game/poker area.

There is room to add a home theatre, gym or additional bedroom in the unfinished space in the basement. The 1.66 acre exterior will also not disappoint, which includes a beautiful circle approach, side load 5+ car oversized garage, professional landscaping, fenced-in yard, covered, heated and screened-in 612 square foot Lanai with access to the pool bath, Travertine pavers, Pool Cabana including and outdoor kitchen which seamlessly accesses (no steps) the custom, in-ground Gunite pool with infinity edge and raised baja sun deck. The garage is finished, insulated, painted and has Epoxy floors; with 1,421 square feet has plenty of extra space for storage or room for a small 5th vehicle.



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▶▶ celebrating leaders

Written by **Dave Danielson**
Photos by **Darrin Hackney Photography**

Bud Cortner

is a Leader for All the Right Reasons

Keller Williams Signature Partners, LLC

Each leader brings his or her own unique combination of talents and experiences to their work.

But one thing they have in common goes beyond job performance...those who make a mark as leaders set themselves apart beyond what they've achieved. They make a difference in the way they help those around them.

A perfect example of this is Bud Cortner.

As Supervising Broker with Keller Williams Signature Partners, LLC, Bud sets the bar for leadership by doing what he does for all the right reasons.

Putting It All Together

Bud's real estate story began about 20 years ago. Bud and his wife, Sara, lived in St. Louis but were spending more and more time in El Dorado, Kansas, where they had built a manufacturing plant. At the time, Sara was the Office Manager for the company.

In 2002, Bud and Sara started considering the next steps in their career.

“We just love doing whatever we can to help our team be successful.”

Meant to Be

They say some things happen for a reason. And that seemed to be the case with Bud and Sara.

“In late 2003, my partner in the manufacturing business offered to buy me out, so I took him up on that,” Bud remembers. “At that point, Sara suggested that I become a REALTOR® and work full time with her. So officially, on January 1, 2004, we became full-time real estate partners.”

Through time, Bud and Sara have grown a tremendous reputation for helping others, based on a sincere, faith-based approach to life and business.

In 2009, Bud and Sara joined with Penny Johnson at Signature Partners and have been growing and loving what they do ever since.

“When we joined with Penny in 2009, that was when the economy wasn't doing very well, and housing sales were going down. But we got in and worked it hard, and the market eventually came back,” Bud says. “By 2012, that's when we really felt we were getting on top of everything.”

Bud and Sara have an appetite for getting involved in a variety of ways and doing whatever they can to support those around them. From 2009 to 2012, Bud was Operating Partner, Market Center Administrator, and he and Sara served as tech ambassadors in the office.

As Bud says, “We just love doing whatever we can to help our team be successful.”

Signs of Success

In 2009, Signature Partners had about 80 licensed agents. Today, the office has a team of 280 agents.

In turn, the team was responsible for approximately 2,900 completed sides in 2019, ranking Signature Partners at number three in terms of local sales.

Beyond the numbers, Bud feels a deep sense of gratitude for what he does.

“Sara had worked in real estate in the 1970s, and she decided that she wanted to go back into real estate,” Bud recalls. “So I got my license in early 2003 to be able to go along with her and help her with open houses.”

“I couldn't ask for any better partner than Penny Johnson. Now we're reaping the rewards of the work we've all put in together,” he says. “We have some of the best agents in town.”

In 2016, Bud became Supervising Broker at Signature Partners.

“I've enjoyed this role a lot. People have asked me how I take care of 280 agents, and I say it's really easy...I have great agents, and I love every one of them,” Bud emphasizes. “We look at our company as a family. We all take care of each other. That is our culture.”

Continuous Learning and Giving

Part of building on that quality atmosphere is a spirit of continuous improvement.

“My wife and I teach classes. And that's something that we really enjoy. It has been a complete blessing for me,” Bud says.





...

Away from work, Bud and Sara look forward to time spent with their family, including their five children, 19 grandchildren, and ten great-grandchildren.

In their free time, Bud and Sara enjoy opportunities to travel, especially when it involves visiting their friends and family. They also enjoy cooking together in their newly remodeled kitchen.

Bud also has a passion for giving back to the industry. He served as President of the Wichita Association 2012. He has also been a member of the Government Affairs Committee, in addition to serving as an RPAC Trustee at both the local and state levels. Plus, Bud was awarded the Walter Morris Broker of the Year for 2018.

As he looks back over his career, including 18 years in real estate, Bud feels grateful for the blessings he and Sara experience together with their team.

“One of the biggest things is we want to honor God in everything we do,” he smiles. “That is my legacy. That’s what we want to do. Honor God through all of our work. We want everybody around to know that we love them and that we’re available to help. We love mentoring and teaching, and that makes the work we get to do very rewarding.”

Clearly, Bud Cortner is a leader for all the right reasons.

“One of the biggest things is we want to honor God in everything we do.”



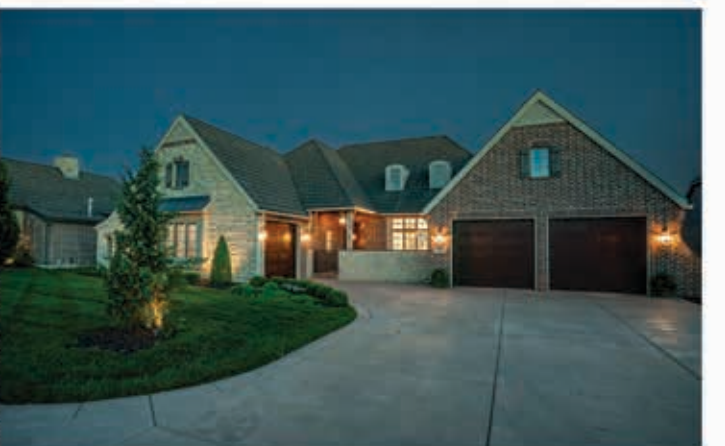
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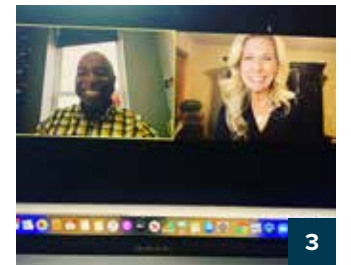
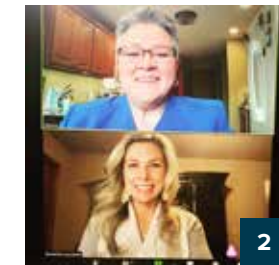
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Christina Z. Houston

is Finding Balance and Building a Life She Loves!

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Written by **Dave Danielson**
Photos by **Darrin Hackney Photography**



””
The only balance that genuinely matters is to work for a life, not a living.

Oola is a state of awesomeness and Christina Z. Houston is living it. The seven F's of Oola have helped this successful REALTOR® 'find balance in an unbalanced world' ever since she read the best-selling book years ago. By keeping her focus on friends, family, faith, fun, field, finance, and fitness, Christina is on track for another multi-million-dollar year while enjoying a life she loves.



“The only balance that genuinely matters is to work for a life, not a living,” Christina says. “My clients are the most rewarding part of my career. Not only do they keep food on my table, but they also feed my soul! They are so much more to me than a transaction; it’s a relationship. I genuinely care and do my best to take care of my clients like my own family. I have attended weddings, baby showers, family dinners, and more. All because I unlocked a door for them.”

Since getting her license in 2014, Christina has unlocked many doors. She won President’s Club in 2015, 2016, and 2017, and joined Master’s Circle in 2019. Her career volume is just over \$22-million. In 2016, she started working for Golden Inc. REALTORS® and says it’s the best career decision she ever made.

“I admire my broker, Tim Holt,” she says. “He is a walking, talking real estate encyclopedia and is always happy to educate. We are all in the same sandbox. We all have the same mission: to get our clients to their next destination. I remember how helpful some of the more seasoned agents

were when I first got started, and I make it a point to do the same. There can be something new to learn with every transaction.”

Before becoming a REALTOR®, Christina worked in the advertising world for almost twenty years. Her husband, Shawn, is the lead designer for the Wichita Business Journal. The two met while working together at the Wichita Eagle and have been married for 16 years. “We are big homebodies,” Christina says. “We travel sometimes, but we love to be HOME and hang with our critters. We have this amazing covered deck that Shawn and his dad built. We joke that it’s bigger than our kitchen and master combined!”

There’s a unique family heirloom on Shawn and Christina’s ten-acre property. “My great-grandma passed away in ‘91. When the home was sold, unbeknownst to me, my dad had written into the contract that if the buyers ever remodeled the bathroom – they had to contact him about the bathtub. So out of the blue in ‘94, Dad calls to let me know





Success has zero to do with how many zeroes are behind the comma in your bank account...

...

the tub is in Grandma's old backyard and ready for pick-up! I painted it her favorite color, and it's now nestled in one of our treelines."

It's in the perfect spot for Christina to take a riding break. "My horse, Kiz, is my therapy and my joy," Christina says. "She's a rescue from Hope In The Valley Equine Rescue and Sanctuary, an organization near and dear to my heart. I'm passionate about animal rescue, and both of my dogs are from the Kansas Humane Society." Christina also supports Cloud 9 Therapeutic Equine Foundation, which offers free services to all veterans, and Passageways - an organization

that helps homeless veterans rebuild their lives. A unique fact about Christina, every morning she flies the flag out in her pasture spending time with Kiz, reciting "The Pledge of Allegiance" with her hand over her heart.

"Success has zero to do with how many zeroes are behind the comma in your bank account," Christina says. "It's finding balance and building a life you love. I'm passionate about giving the same dedicated time, attention, and service to all. I have also recognized the beauty of slowing down. You have to stay focused on what's important."

It's finding balance and building a life you love. 99

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BRIANNA BRANINE

is a Product of Hard Work and a Positive Attitude!

Brianna Branine was born and raised in Arkansas City, KS. After graduating from WSU in 2010 with a degree in Marketing with an emphasis in Real Estate, Brianna had always known real estate was her dream, and she was going to achieve it.

Written by **Nicole Langley**
Photos by **Jennifer Ruggles**
Photography

GRAHAM REALTORS

Adamant that she did not want a desk job, Brianna liked the business aspect that the real estate industry had to offer. “I wanted a career where I would be able to meet new people all of the time, considering I am absolutely a social butterfly,” she explains.

Brianna received her license in February 2011 and started her job at Graham Realtors as soon as she had her license in hand. In her first year, Brianna received the Rising Star award from the Wichita Association of REALTORS®. She has also carried the title of #1 buyer’s agent at her office since 2011. Her total volume last year consisted of a little over \$10 million—selling 70 homes!

There were some insecurities, though, that she had to face. Brianna expresses, “I was 23 when I started in this business, and every year I pushed myself to do better and better. I had a lot to prove to those senior agents in the business. Choosing to work for a small company was the best decision I could have ever made.”

Graham Realtors Team ranks #2 in Transactions in the city now and #4 in Total Volume Sold. There are four agents on the team, including the broker in charge, Bill Graham. Bill is their primary listing agent, and the others are buyer’s agents. Brianna does still list homes as well, even with that title. “We have an incredible support staff and coordinators,” Brianna says. “I could not do the amount of business that I do without their help.”

Brianna expresses that she loves working with buyers. “We receive a lot of new clients weekly, as well as past clients that call us back to re-sell their home that we have previously sold them and buyers ready to purchase again,” she tells us. “I like to watch and be a part of the families

as they are buying their first home or when they are prepared to move on to the next stage of their life, whether that be upgrading, downsizing, or moving out of state. My clients always end up being great friends by the end of the transaction as I treat everyone as they were my close friend or family member.”

Brianna ensures that she is always available when her clients request suggestions on how to add more value to their home. “It’s a great feeling to gain their trust and build a lifelong relationship. They become return clients, plus the referrals are always a huge compliment!” Brianna says. “As we say in real estate, a referral is the best compliment we can receive.”

Looking into the future, Brianna plans to stay in real estate and be the best agent she can be for her clients. “It’s my absolute passion,” she says. “I chose this as my sole career path; there is no looking back. This is definitely the career I will have for the rest of my life.”

Brianna defines success as meeting goals and having a smile on your face while you do them. “If you have something that you are passionate about, and it genuinely makes you happy, then I would consider that success,” she says. “Help people, don’t put others down, and always try to do your best. That’s what we do as a team; we lift each other up and talk about what we could all do better.” She also advises other agents to listen to clients and put their needs before your own. “Be kind to people, do your work well, and put the client’s best interests first,” Brianna says.

In Brianna’s spare time, she loves to go out and hang out with her friends and family. We can’t forget to mention



... a referral is the best compliment we can receive.

her incredibly supportive boyfriend, Adam, who is patient with her unpredictable schedule. Brianna loves trying all of Wichita’s best local restaurants, as well as going to concerts. When she gets a chance, she loves to travel to see new places and visit friends.

Brianna has a small family—her father is retired after 40 years at GE, and her mother is a semi-retired nurse. Brianna has two siblings—Tammy and Matthew; two nieces, three nephews, and a 90-year-old Grammy. “I have a lot of close friends that I would also consider part of my family,” Brianna tells us.

Brianna sums up her work ethic: “You always have to be better at your job each day in real estate; you have to prove that you are there to work hard and that you are a professional that does this full time,” she tells us. “This is not a hobby for me. I seek to make great relationships and gain respect from other agents in the business as well.”



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Disruptors in Real Estate

Unifying Together to Break the Cycle of Online Real Estate Databases



ask the expert

Written by **Tobi Castelli**,
Keller Williams Hometown
Partners LLC

A short time ago, Brokers began sharing their Multiple Listing System with online real estate database companies, under the impression that there would not be direct competition between the companies and agents—as the online databases were proclaimed as a “tool” for REALTORS®.

Today, they take our listings that we REALTORS® already have access to, then turn around and charge higher for leads generated from those listings. On top of that, we give them those listings for free.

Not accurately delivering on their end of the deal, these online database companies have started directly competing with REALTORS®; more specifically, Zillow, with its “Zillow Offers” program—not available in all markets yet, but is as close to Wichita as Oklahoma City.

According to an August 8, 2019, article on Housingwire.com, Zillow is now buying homes directly from sellers in 15 markets with 26 markets planned by mid-2020. Zillow did, however, put a temporary hold on these purchases during the Covid-19 outbreak. But, considering that this program contributed 40% to the parent company's profits in the second quarter of 2019, it is inferred that they will continue.*

Do you have a team to whom you provide leads? Ideally, a team leader is a listing agent that generates enough leads from his or her own listings to pass on to their buyer agents. If that isn't producing enough leads, then buying internet leads to supplement is smart. However, when you pay an online database for those leads, you are directly supporting that company as your competition.

Although they may cost less than hiring a traditional agent, these online databases are not necessarily the best value for the homebuyer or seller. “You get what you pay for” in this case. Clients using an online internet database company run the risk of misinformation or outdated statutes. “Zestimates” aren't always verifiable or accurate. As a REALTOR®, I find myself having to explain, educate, and direct my clients away from these online real estate platforms to give them the clearest perspective.

What should we, as agents, be doing? Stop paying Zillow or Trulia (who is owned by Zillow) to advertise yourself. Local brokers unify and agree to not share our listings, so we are all on a level playing field. We can educate our clients that the listings are available on all our individual company websites, Realtor.com, and numerous others. There is no shortage of available home listings online. Our brokers have the responsibility to stand together to protect our industry, and we REALTORS® need to demand it. We do not need these online databases; instead, they need us.

*You can visit Zillow.com/offers and learn about “Zillow Offers.”

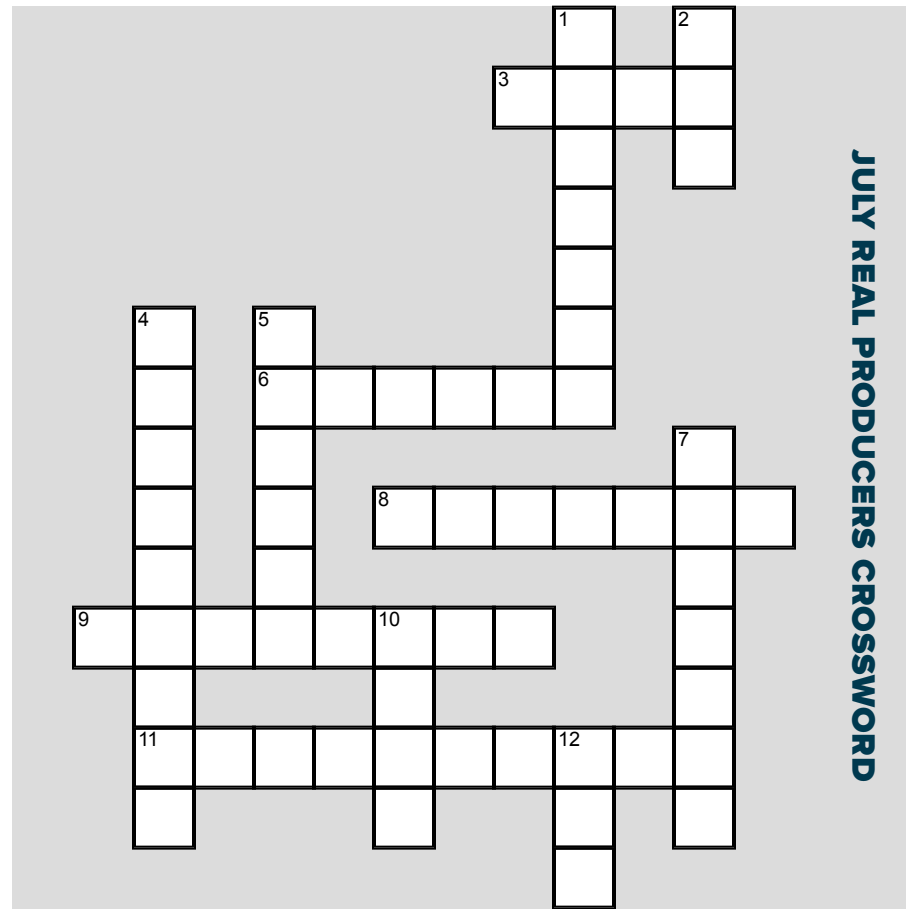


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Get To Know Your Wichita Real Producers



ACROSS

- 3. Will King's assistant
- 6. Name of Lisa Anderson's dog
- 8. Lisa Anderson was in this field before real estate
- 9. Hometown of Brianna Branine
- 11. Christy Friessen's hometown

DOWN

- 1. Will King competes in this past time
- 2. Name of Christina Houston's horse
- 4. Christy Friessen's favorite vacation destination
- 5. 2020 KAR President
- 7. Newest Business Partner: Chris _____
- 10. Bud Cortner's wife
- 12. Christina Houston has one of these in her pasture

Send a picture of your completed puzzle to samantha.lucciarini@realproducersmag.com for a chance to win a prize!

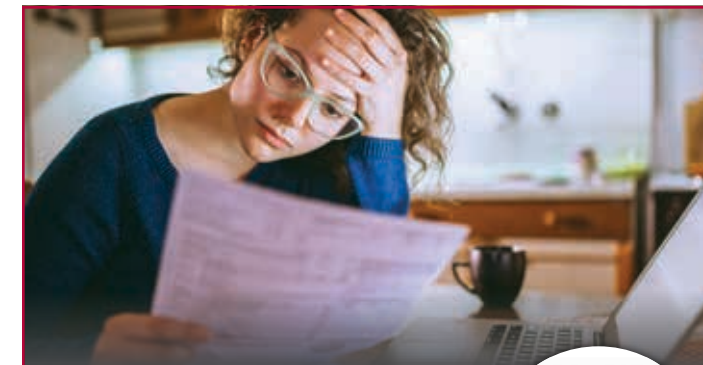
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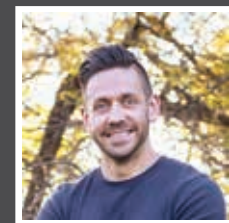


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