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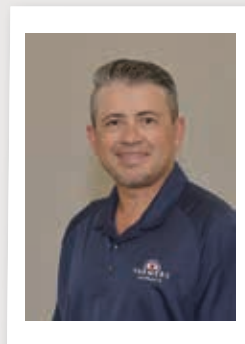
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Social-Distancing SOCIALS

Friends, thanks for "tuning in" to another edition of *REAL Producers*. As I'm typing this (April 20), we're entering month two of "social distancing." I pray by the time you're reading this, we are all out together, sharing the sunshine.

If there's one silver lining to come out of this crisis, it's that times of uncertainty allow us to show our best selves. Right now, the whole world is burdened by fear. Some are hiding in their shells, others are frozen in place, and a select few are stepping up

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Brian Gowdy, Andrew and Wendy Weber, Theresa Hurt (Vantage Homes), Angela Fugate, Drew White (AmPro Inspections), Cassidy Jones, Stephanie Edwards (Gold Hill Mesa), Ryan Howell (AmPro Inspections), Peggy Purinton, Brian Schaefer

and standing out. One of my personal mantras is: "I push myself so I can carry others." While right now isn't the easiest time to be in sales, there are countless restaurant owners and local businesses barely scraping by, and what a blessing it is to be able to push ourselves a little harder so we can spend our hard-earned own dollars with them.

On that note, please know that, by merely opening this publication, you're supporting my small business. Stripped down to its bones, *REAL Producers* is an advertising agency; we help businesses that grow through relationships with real estate



Ryan Howell (AmPro Inspections), Brian Gowdy, Sylvia Jennings, Lauren Schneider, Jean Wheaton, AJ Archuleta (WFG National Title), Aaron Owens (Rampart Roofing), Brian Coram, Matt Munro (Rampart Roofing), Greg Luczak, Kerri Denney, Treasure Davis



Bill McAfee (Empire Title), Brian Gowdy, Larry Knop, Russ Gordon, Bobbie Rupp, Stephanie Edwards (Gold Hill Mesa), Myoung Reed, Carrie Lukins, Michael Podoyak (Empire Title), Erica Archambault, Gavia Bustos

agents (lenders, builders, home inspectors, title, etc...) foster those relationships. And as you know, advertising is an easy thing to cut when the skies go dark. With that said, please take note of the businesses that are choosing to continue advertising in *REAL Producers* with all that's going on. The fact that they're still working to grow with the uncertainty ahead shows the resolution of busi-

nesses and the owners behind them. Please give them the chance to earn your trust if the opportunity arises.

Granted that I'm speaking to an audience of top-producing real estate agents, I don't imagine many of you are curling up in fear. I'd love to extend a huge thank you to all of

the agents who have contributed to our Social-Distancing Socials, (see photos). *REAL Producers* is all about fostering connections between agents and industry professionals, and while we aren't able to host our mixer events given the state of the world, we are improvising! Funny enough, these ZOOM panels may be something we continue with once this has passed.

I would like to give a shoutout to Kerri Denney, our June 2020 Top Producer. While Kerri is newer to the industry, she has sold over 100 homes in her first two years, so I hope you agree she's earned that title. I would also love to introduce Dean Jager, our Overcomer. This is the first Overcomer article we've run and if you read Dean's story, you'll see exactly why he earned that title.

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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kerri DENNEY

From Teacher to Top Producer

It was May 2018. Hair up and sunburned, Kerri Denney rushes into the closing office still wearing her Field Day outfit...Just out of real estate school and still wrapping up her final weeks as a fourth-grade teacher, Kerri Denney closed her first sale as a real estate agent.

Let's step back in time a few months...Kerri was ten years into her career in education. While teaching did bring its fulfillment, Kerri knew, somewhere out there, there was something more. "Everything I do, I put all of myself into it. After a time, simply being a teacher wasn't enough; I wanted to be an administrator. As a teacher, you affect twenty-five kids. As a principal, you affect 800 kids. I had already earned my Master's in Education and gotten my Principal's License, but it still wasn't enough. I wanted to make a bigger impact."

All it took was one especially crazy day in the classroom to push Kerri to take the step that would lead to her new career.

"I knew I wanted something with flexibility. I never thought it would be real estate. Somehow, I found my way onto a Facebook page for agents and I made a post: 'Can you make \$40k per year as an agent?'—and everyone laughed! I knew then, that this was my path. This would bring me the impact and the meaning that I've been chasing. That this was something I could do."

Summer of 2018, Kerri made the dive into real estate. "I never imagined it would take off like it did. I had even named my business Turn-Key Teacher because I figured I'd still be substitute teaching on the side. If I were making the decision today, I would have chosen any other name in the world, but it is as it is. At least it reminds me of where I came from."

...

▶▶ top producer

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



••• Kerri's first season in the industry came with its trials and errors, but the true New Yorker she is, she took life as a lesson and is all the better for it.

It was October 2018, when she switched to Keller Williams Partners that things picked up. Eighteen months later, Kerri Denney had sold her 100th home!

In her first two years in real estate, Kerri sold 135 homes. Clearly, there is something she's doing right—and no, it's not rocket science. Kerri says, "Well, for one, be nice. Be nice to your clients. Be nice to the other agent...I attribute all my success to my relationships. Make it about them. Learn what motivates them. And bring as much value as you can."

On top of real estate photography, Kerri ensures all her homes are professionally staged, cleaned, organized. And she pays for it all herself. "Not only am I adding to my client base but I'm building my friends' businesses." This is what drives Kerri. This is what she was seeking when the classroom was no longer enough. This wide-scale impact is Kerri's "WHY."

•••

“
Be nice to your
clients. Be nice to
the other agent...
I attribute all my
success to my
relationships.
”



••• “I once had a client who suffered from fibromyalgia. Due to her condition, her home needed a bit of work, to say the least...So I brought in myself, a few of my agents, my stager, cleaner, and organizer. We all worked crazy hours to get it on the market ASAP. And once we did, it sold for \$10,000 over asking.”

“
Make it about
them. Learn what
motivates them.
And bring as much
value as you can.
”

Rising so quickly, Kerri has had to learn a lot on the fly. Her biggest struggles at the moment are knowing her numbers and balancing work and family life. One of her goals for this year is to put systems in place so she can truly be present at her daughters' cheer and dance competitions. Her daughters are both competitive athletes, one doing all-star cheer and the other in dance. This takes up a lot of her time and it is important to her to continue to best serve her clients and be 100% present for her daughters' events. This is one of the main reasons she ventured into real estate and to help people while continuing to support her family will continue to be her mission. “By printing this in *REAL Producers*, I'm committing to all of you to get this in place by the end of 2020.”

There are many people that have had a monumental role in Kerri's real estate career. Each one of these people have shaped the way she does business and have helped lead to her success. First and foremost, her husband and her children have supported her in her journey of completely changing careers, which can be a scary thing. Her husband has held her hand and supported her every step of the way, and her daughters are always cheering their mom on, even pointing out cartoon real estate agents and pointing out all the KW offices and getting very excited that they are just like their mommy. The move to Keller Williams was also a huge piece of her successful journey. Casey Clark, Ed Leyba, Casey Keith, and Courtney Taft all supported her in different ways throughout her transition and continuing growth through the Keller Williams family. Her growing team, The Dream Big Home Team, has been full of fun and contributes to Kerri's continuing growth as a leader. Finally, Kerri wants to thank all of the 100+ clients that have trusted her with their real estate needs. Without them, she would not be where she is today. They are the heart and soul of her business and their support continues through referrals and positive support.

“Kerri Denney is a superstar that leads from her heart! Her passion for helping consumers buy, sell and invest in real estate has resulted in her becoming a top producer very fast. I am very proud of her and her team! Greatness will continue to come as she leads her team being consumer eccentric that embraces technology and personal communication at the highest levels. It has been amazing to watch and be a part of Kerri's real estate journey! She is an incredible leader and servant to our community.”
—Casey Clark, Team Leader at Keller Williams Partners



••• “Kerri cares more for her clients than anyone I know. I’ve been blessed to work with Kerri for over a year now so I’ve seen her grow so much in her success from a single agent to leading a team in that short time! More than just making sure her clients get the best deal, she makes sure they’re taken care of through every step of the process and after. That’s why she is one of the top referred real estate agents in Colorado Springs. You can count on Kerri to take care of your friends and family like they are her own!”
—Stephanie Browning, Kerri’s preferred stager

“I have had the privilege of knowing Kerri Denney since 2010. Watching her grow her community-centric business has been not only inspiring but also motivational. She truly loves her profession and it shows from her integrity with every client and through every transaction. I believe that has been key to her mounting success. When you know you are part of a team brand that is taking care of people as friends and not just clients it creates a whole new culture in business and that is exactly what she has done.”
—Lauren Chessmore, Kerri’s preferred organizer

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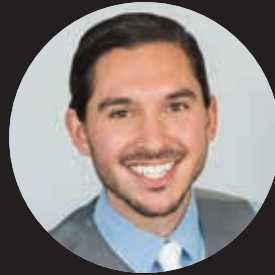
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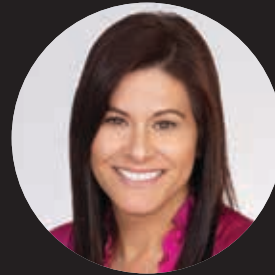
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DEAN JAEGER

By Brian Gowdy

...and it was that moment that I knew, I had finally made it. Little did I know, the very next day, everything would fall apart.

Let's take a step back in time...It was 2015 and Dean Jaeger had just hopped onto the real estate field. "It was a rude awakening," Dean says. "They didn't tell us in real estate school that we would have to prospect and find our own business. I got my butt handed to me." Dean, having excelled at his previous career in education, rising so high to be named "Teacher of the Year," wasn't okay with anything less than excellence. "By the end of my first year, I had closed three deals, I had three more under contract, and I was looking for a new career."

Despite the signs, the discouragement, and the overall lack of success, Dean gave real estate one last chance. "*I looked too young,*" I had been telling myself; *'I knew nothing about real estate.'* Truth or untrue, it was those limiting beliefs that held me down when I needed to rise."

It was the beginning of 2016 that Dean took the step that made his career: when he reached out to Treasure Davis, who serves as Dean's team-



Dean and Treasure on a team trip in Jamaica.

mate and employing broker to this day. "When Dean approached me, I stopped and listened to his heart," Treasure says. "Who he was; what he stood for; his attention to clients; his education and market knowledge; and of course his willingness to do anything for anyone at a moment's notice. It's easy in this business to listen to the nay-sayers and negativity; however, that's what sets our team apart. We mastermind around our decisions for what is best for our clients, our families, and each other. Together, as a team, we decided that Dean was everything we wanted in both a real estate colleague and a friend."



Treasure Davis Sales Team

Treasure had accepted him. And Dean had earned his second chance. "It was this or nothing. If I couldn't make it work this time, I was done. I'm not a failure. I'm not someone who tries something and doesn't do well at it. If I wasn't going to be an excellent REALTOR®, I wouldn't be one at all." It was this drive, this shift, that changed everything.

In 2016, Dean sold forty-five homes. It was his first year at RE/MAX Properties and his first year on the Treasure Davis Team. "I paid off my debts. I bought a true 'REALTOR® car' and a house to call my own."

EVERYONE ON THE TEAM WAS THERE FOR ME, TREASURE ESPECIALLY.

The next year was shaping to be even better. By the end of February '17, Dean had the most sales of anyone on the Treasure Davis Team at that time. On Friday, March 3, Dean snapped a photo of the team's rankings...And it was the next day that everything changed.

On Saturday, March 4, Dean was finishing a day of showings and driving to an awards ceremony to celebrate the end of a winter series of races with a local running club and was making a left turn at Pikes Peak and Institute when he hit a motorcycle. The motorcyclist did not survive.

"The sun was in my eyes. I didn't see him. But that doesn't change what happened. That I'm here and he's not."

Everything stopped. Meetings with clients turned into meetings with lawyers. Showings turned into court dates. Dean's hard-earned momentum came to a tire-screaming halt. "I could no longer function. I didn't want to get out of bed. Even the most basic of tasks became impossibly difficult. The more I pushed myself, the worse it became."

It was others, the people who were there for him, that helped Dean through it. "Everyone on the team was there for me, Treasure especially. Joe and Tony Clement helped a ton in court. I have a friend who called me over and over, and to this day we still speak at least once a day. So many people stepped up. If it weren't for them, I don't know where I'd be. Every day I ask myself, how can I repay these people? How can I live up to my life now that it's a gift and not just a given..." While there was no perfect answer, Dean found a solution. "I began taking care of ME. I started running again. I was doing affirmations. I was fixing things around the house. I was fixing things at friends' houses. I would pull over in my car and just start writing down everything in life I was thankful for. While I was working hard, I ensured I was staying in balance. And on March 4th, 2020, the three year anniversary of the accident, I finally repaired the hole I had punched in my wall."

...

... THANKS TO THE LOVE AND SUPPORT OF EVERYONE AROUND ME, I KNOW THE TRUTH: **THAT I'M THE RICHEST MAN IN THE WORLD.**

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Dean, Tony, and Joe
at a RE/MAX
awards celebration



With my best buds at my birthday party and viewing party of my HGTV appearance.



With best friend and fellow runner Tim Steffens at a race.



Best friend and former principal Don Knapp.



Best Friends Cory and Jennifer Donahoo after their purchased their new home



With my best friends Matt and Marie Isner after they closed on their home



Best friends from college Ron and Marie Reszel.



With best friends Ryan and Kuiper.

...

What happened was terrible. And not just for Dean. But what is done cannot be undone. And there's little purpose in living in the past. "I feel like George Bailey in that old Christmas movie, *It's A Wonderful Life*," Dean says. "I had reached a point where I thought I was worthless, that the world would be better without me. But thanks to the love and support of everyone around me, I know the truth: that I'm the richest man in the world."

In closing, here is a list of everyone Dean would like to thank for helping him through:

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- Michael Everson
- John and Janice Allison
- Barb Conway
- Chris and Claire Paulene
- Michele and Jean Phelps
- Janet McMonigal
- Ron Johnson
- Dennis and JoAnn DeBoer
- Craig and Karla Dome
- Jesse and Stephanie Mullins
- Cary and Katie Catalin
- Trent and Heather Claypool
- Justin and Dana Scott
- Jake and Aerial Barr
- Ron and Michelle Car
- Alexandra Leonardis
- David and Ashley Groves
- Everyone at Partners in Housing
- Everyone on the Treasure Davis Team including Heather Baros, Kasey Arent, Justin Black, Kaley Roberts, Ali Applegate, Kim Chapin, Johnny Allen, and Tiffany Townsend
- Everyone at RE/MAX Properties, Inc.
- Everyone in the Tom Ferry Coaching organization
- Everyone in my local running groups
- So many other friends and family who I wouldn't be here today without their love and support.

Nominate our next Overcomer story; contact brian.gowdy@realproducersmag.com

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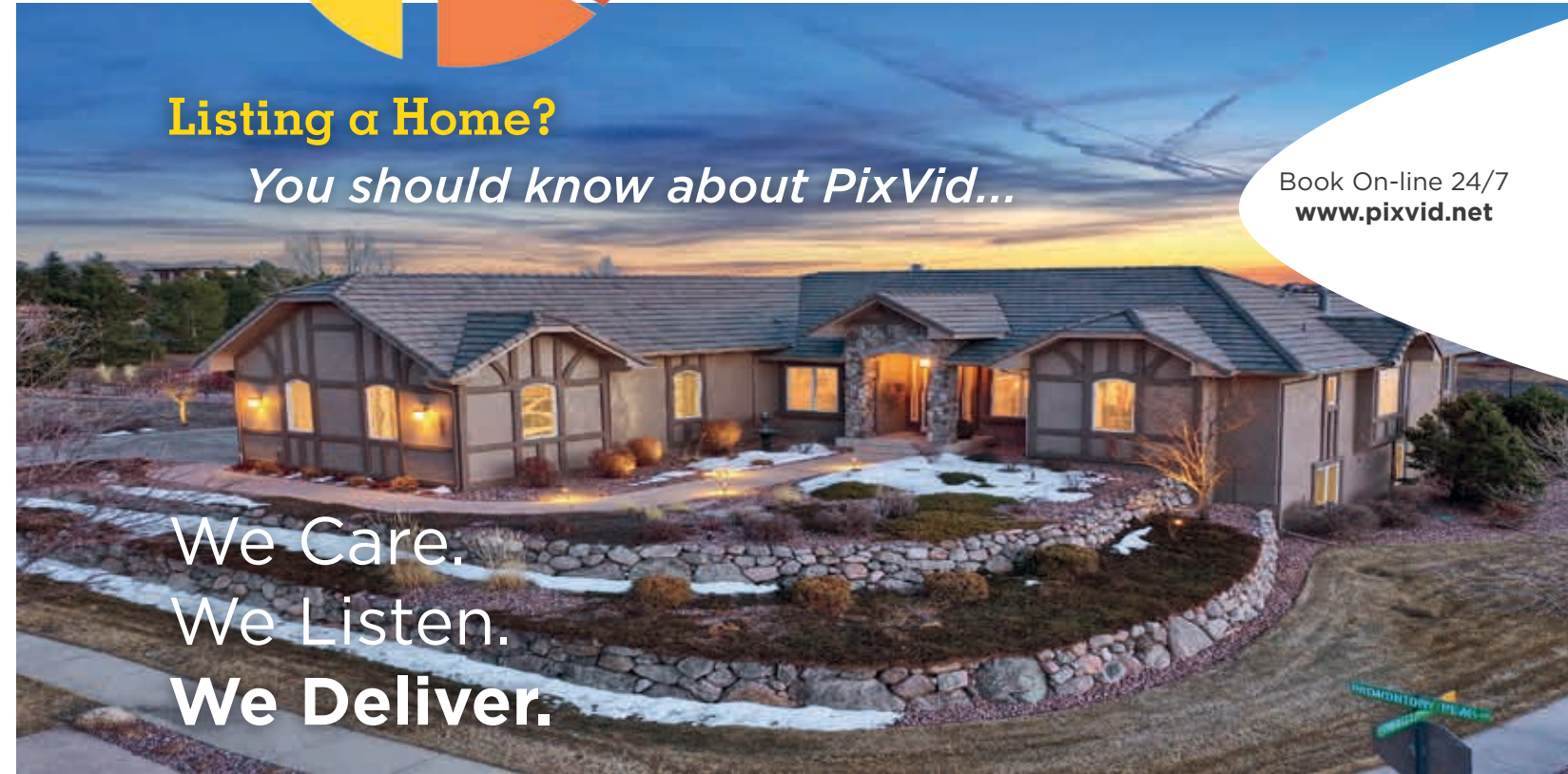


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Capture Life Photography

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Photography by **Heidi Mossman** of Capture Life Photography
By **Heidi Mossman**

Hi, everyone, I'm Heidi, the owner and photographer behind Capture Life Photography and almost every front cover of *REAL Producers* magazine.

First, I would like to thank all the real estate agents, contributors, sponsors, and everyone else who looks forward to *REAL Producers* every month. I was the sole photographer when Real Producers launched its first issue in 2017 and the journey since has been rewarding. Capturing your vision, telling your story, and meeting so many of you has been truly gratifying. I'm so appreciative of your support and business! Having been involved with *REAL Producers* for three years, I'm even more excited to see what's ahead with the new owner, Brian Gowdy. His vision, commitment, creativity, and passion will take this production to even greater heights!

As an independent photographer, *REAL Producers* has offered great opportunities in the real estate community. The most rewarding is to see you walking away with photos you absolutely love. Within minutes of delivery, you've posted them on social media, websites—or better yet, when I open my mailbox and your photos are beautifully displayed on their marketing materials. I LOVE IT! Being part of your business and growth is truly a gift.

“Do It Right the First Time” is the standard I hold myself to. There's nothing more frustrating for you, the client, then putting the time into the photoshoot and not liking the end result. Sadly, similar to the real estate industry, many people cut corners in portrait photography and they wind up paying more in the end, in more ways than money. Please know that the level of effort and detail put towards representing yourself and property listings is a reflection of what your clients will anticipate from you as their agent.

The photography industry, just like real estate, is highly competitive. I've grown to know several of you through photoshoots, and the strongest commonality between your industry and mine is relationship building and going the extra mile—whatever it takes to get it done right! Our businesses overlap in similar ways. It's a service industry and finding the right fit in both areas is crucial in getting the desired results.

...





Jill McFeron



April DeNio



Kim Gaston



Michelle Fisher

So how am I different? What value do I provide? What do I truly offer?

- With over a decade of experience, my skill, art, and techniques, such as creative posing and lighting, create awe-inspiring results. You'll not only look good, but you'll want to share your pictures with everyone. You'll see yourself in a new way. You'll feel good about yourself. You'll be represented well, as a professional; not just someone who does the job, but someone who does it well. Best of all, my photography will set you apart from others in this competitive field.
- Through discovery, I'll walk you through the entire process, taking the time to understand your vision, needs, and goals. I'll provide guidance, such as choosing the right backdrops, location, and clothing for your photoshoot. I'll consult and make suggestions on products that will best suit your home and needs.
- Your confidence in my ability and the connection will naturally allow for you, your family members or team to be put at ease and bring out the best in them.
- Your images won't just be a photo. Your images will show character, personality, and connection.
- My photo sessions are fun and memorable! It's an experience you will want to do repeat again and again. You will look forward to your next one!



Craig Rogers



Tina Swonger



Shawna Uehling

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To learn more or to schedule your own portrait session, please visit www.capturelife.photo, call 719-789-5558 or e-mail me at info@capturelife.info. You may also view testimonials on GOOGLE, Facebook, and our website. When the time is right, I look forward to hearing from you. In the meantime, I hope you continue to enjoy the *Real Producers* magazine and who knows... Maybe one day you will be featured too!

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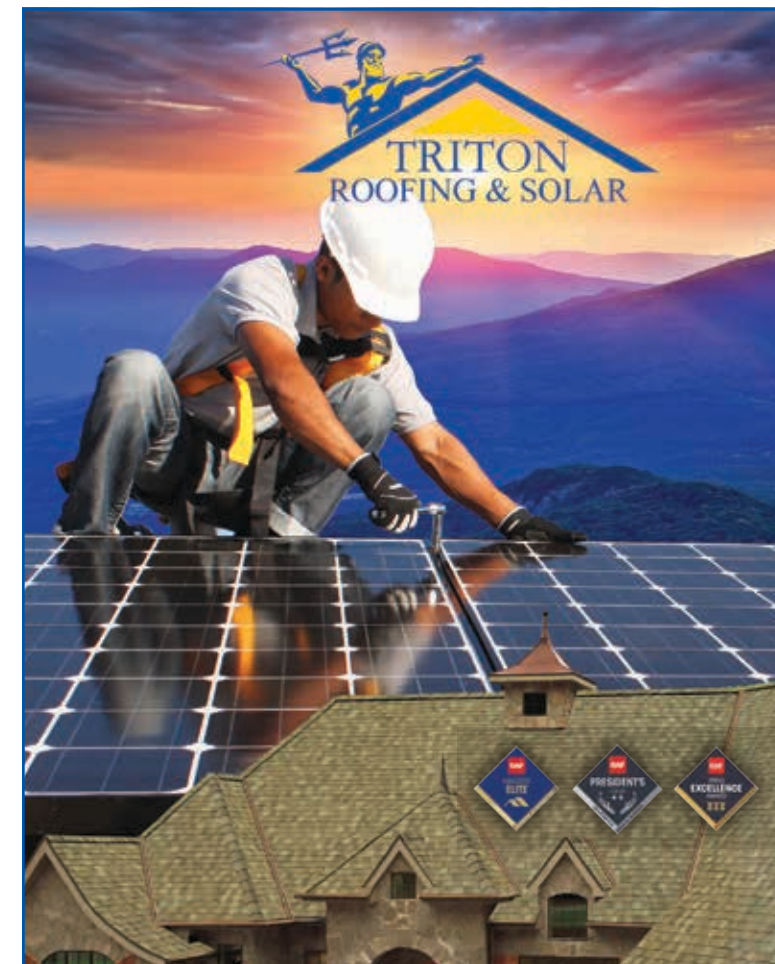
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A Snapshot In Time...

from the COVID Crisis

At the time of writing this, Monday, April 27th is just around the corner and the once-shut down city will begin to reopen. I wanted to take this time to share a few perspectives as to what life was like during phase one of the COVID crisis. Once this is past, hopefully we can look back on this and recall how we've grown and what we're grateful for.



"As an office, we have joined together like never before. Daily 30-minute video conferences have allowed us to see each other's faces and interact more than ever before. New leaders have been rising up in our roster to lead these daily calls and add value to everyone's business. We will definitely keep the daily, stand-up meetings going after COVID." —**Chris Clonts**, Keller Williams Premier



"Continuous contemplations during the quarantine have allowed my thoughts to catch up with the depth inside of my soul that have been begging to come out. I hope that you will be inspired by these words and they will give you encouragement. Thank you for allowing me to share something so personal. Love to you all!" —**Cherise Selley**, Selley Group Real Estate



"Gratitude can transform common days into thanksgivings, turn routine jobs into joy, and change ordinary opportunities into blessings."—William Arthur Ward.

"I began to wake each morning with the routine of self gratitude. I would say three things about myself: I am strong, I am a child of God, etc. before I left the bed. It was this that kept me positive." —**Danielle Frisbie**, The Cutting Edge, Realtors



"With health and helping others as our collective focus during COVID-19, I've been experiencing on a daily basis the very best that others have to offer, in the form of appreciation, patience, and generosity. I predict that our industry members will be more in tune with everyone's personal requirements for self-care, balance, and family (including our furry children) and we will be more apt to bake those values into the transaction process." —**Sylvia Jennings**, Berkshire Hathaway Home Services



The Dead Branch
by Cherise Selley

Is the tree dead because the branch is dead? Once thriving with its other brother and sister branches, perhaps the dead branch was hit by lightning and instantly disconnected from the life essence of the tree. Yet, the tree itself remains, brilliant and growing despite the death that seemingly entangles it. The struggle is real. The tree cannot hide the dead place. Rather, it illustrates to spectators how something so ugly can amplify the glory of the living branches around it.

The tree is suffering, yet still remains with hope. Nourished by the sunlight and the soil, the tree is adorned with a bird who has chosen to nest among the living branches waiting to hatch another generation along. What a display that death and life are next to each other. You cannot have one without the other. If the tree had to bear the full weight of the dead branch, it would already be dead.

Life brings a series of many sufferings and even deaths where nothing can grow in the place of losses experienced. Yet, know you are part a great mystery displaying heaven's majesty wrapped up in this juxtaposed position. No power of death can stop you from growing into fullness. One day in eternity, every part of you will be fully restored and will be radiant with life, reunited with the ultimate Gardener of your soul.



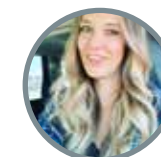
"In this uncertain time, moments of gratitude come often. One that comes more often than others being thankful that I have a job and I get to work for a company that has extraordinary leadership. Okay, I may be biased, my Dad and brother are the broker-owners but our managers and staff have really stepped up their game in this uncertain time providing our company a clear path to follow. Keep up the great work RE/MAX Properties, Inc." —**Nick Clement**, RE/MAX Properties, Inc.



"Although this has been a challenging time I am grateful that we were able to pivot so quickly and bond together as a team through technology like Zoom and MS Teams to stay connected. This was a unique time where we have been apart but yet connected so personally inside each other's homes." —**Chris Lutyan**, Coldwell Banker



"For us, professionally, it was the ability to sit back and instead of pushing real estate, sales, and referrals... we were able to reach out to every single one of our clients personally and connect on a much broader and deeper level. With phone calls at first which turned into lengthy conversations about their life, and their current situations, to simple ways we could make their lives better or put a smile on their face, but also to provide for the ones that were truly suffering such as loss of income and/or food. To NOT have an agenda, but to truly take a step back and serve people was rewarding beyond any measure. On a personal note, it opened up our eyes to the things of this world that we find MOST important. That we needed to be reminded of." —**Wendy Weber**, The Cutting Edge, Realtors



"Adaptation is the word that I would use. Adapting to the challenges of being at home working when those around you and your clients are use to you going to work/office. Learning to comfort clients in a time of uncertainty and coming from a place of contribution, not a place of business for those clients. I am grateful that in a time of fear and unknown, my family was there to help guide me in unfamiliarity, friends that were only a phone call away and for clients that bared with me while I tried to find the correct answers to questions I didn't know." —**Kelli Shockley**, Keller Williams Clients Choice



"With time moving a bit slower, we made some needed improvements in the office. We also took more walks midday and my workdays even began a little later. Video was ushered in and, while it proved useful, I hope we're not relying on ZOOM so much once this is over." —**Patrick Muldoon**, Muldoon & Associates

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April 2020

Supply and Demand

Contributed by Darrell Wass,
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Single Family / Patio Home El Paso County Price Ranges	All Listings as of Apr 20 2020	Total Listings Sold last 6 Months	Avg. Sales Last 6 months	Current Supply in Months
\$50,000 to \$149,999	1	23	3.83	0.26
\$150,000 to \$199,999	9	82	13.67	0.66
\$200,000 to \$249,999	20	478	79.67	0.25
\$250,000 to \$299,999	45	1228	204.67	0.22
\$300,000 to \$349,999	84	1367	227.83	0.37
\$350,000 to \$399,999	101	897	149.50	0.68
\$400,000 to \$449,999	121	497	82.83	1.46
\$450,000 to \$499,999	121	408	68.00	1.78
\$500,000 to \$599,999	153	409	68.17	2.24
\$600,000 to \$699,999	99	210	35.00	2.83
\$700,000 to \$799,999	67	98	16.33	4.10
\$800,000 to \$899,999	42	53	8.83	4.75
\$900,000 to \$999,999	22	33	5.50	4.00
\$1MM to \$1,499,999	42	34	5.67	7.41
\$1.5MM to \$1,999,999	11	7	1.17	9.43
\$2MM to \$2,499,999	6	2	0.33	18.00
\$2.5MM to \$2,999,999	6	0	0.00	Unlimited
\$3,000,000 Plus	8	1	0.17	48.00
Total	958	5827		

After Colorado Springs was named the hottest real estate market in March, these figures reflect that closing activity. As of April 20, 2020, inventory is up slightly and sales are holding strong. We will have a good sense of what the "Stay in Place" order did to sales come May.

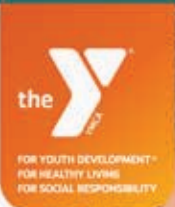
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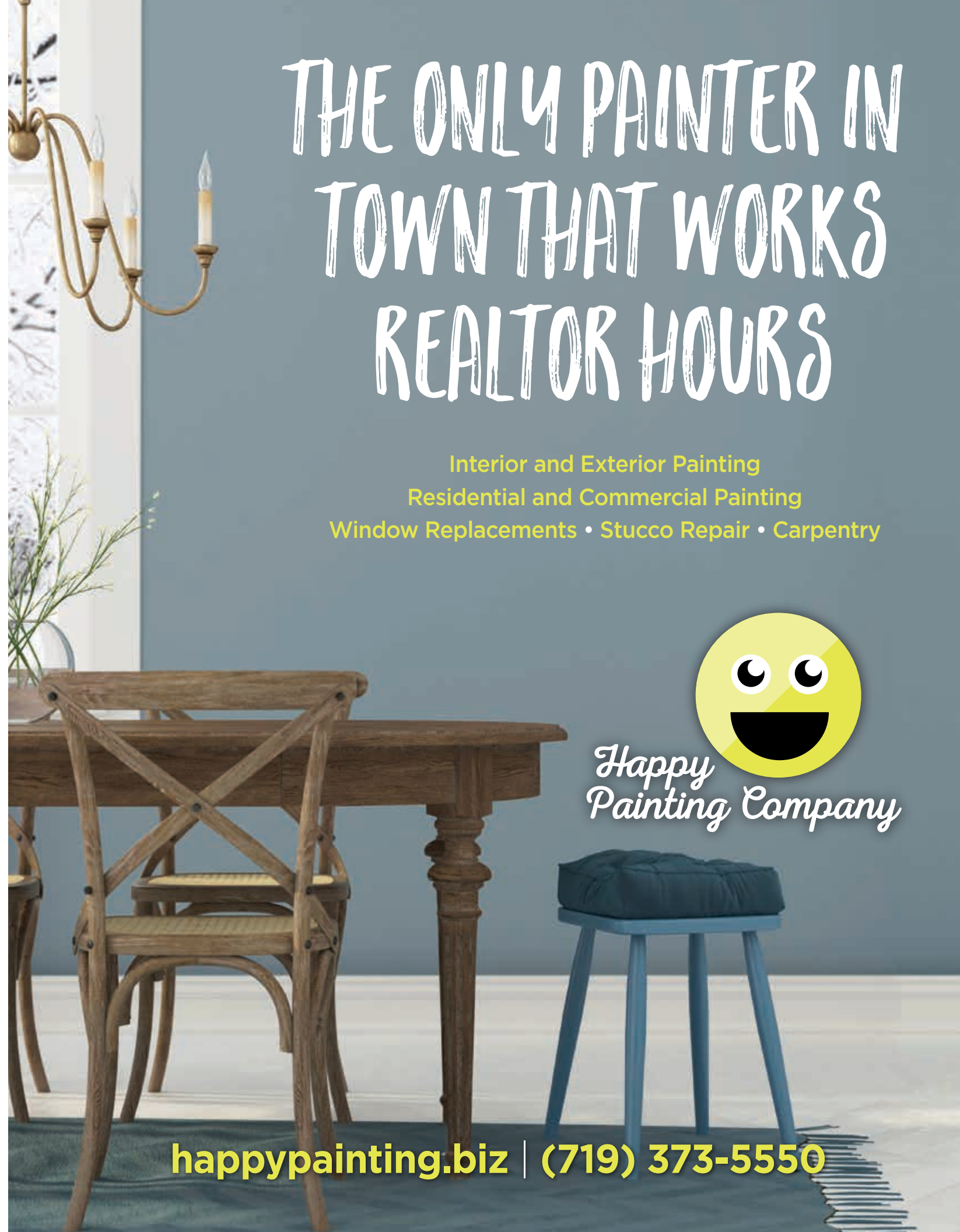
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