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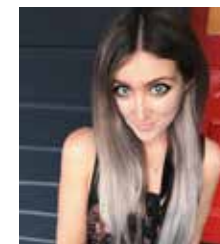
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## MEET THE WICHITA REAL PRODUCERS TEAM



**Samantha Lucciarini**  
Owner/Publisher  
316-258-4855



**Lanie Schaber**  
Editor



**Katherine Fondren**  
Ad Strategist



**Ashley Labus**  
Events Coordinator



**Jennifer Ruggles**  
Photographer



**Darrin Hackney**  
Photographer



**Adam Dreher**  
Videographer &  
Photographer



**Dave Danielson**  
Writer



**Heather Pluard**  
Writer



**Nicole Langley**  
Writer



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

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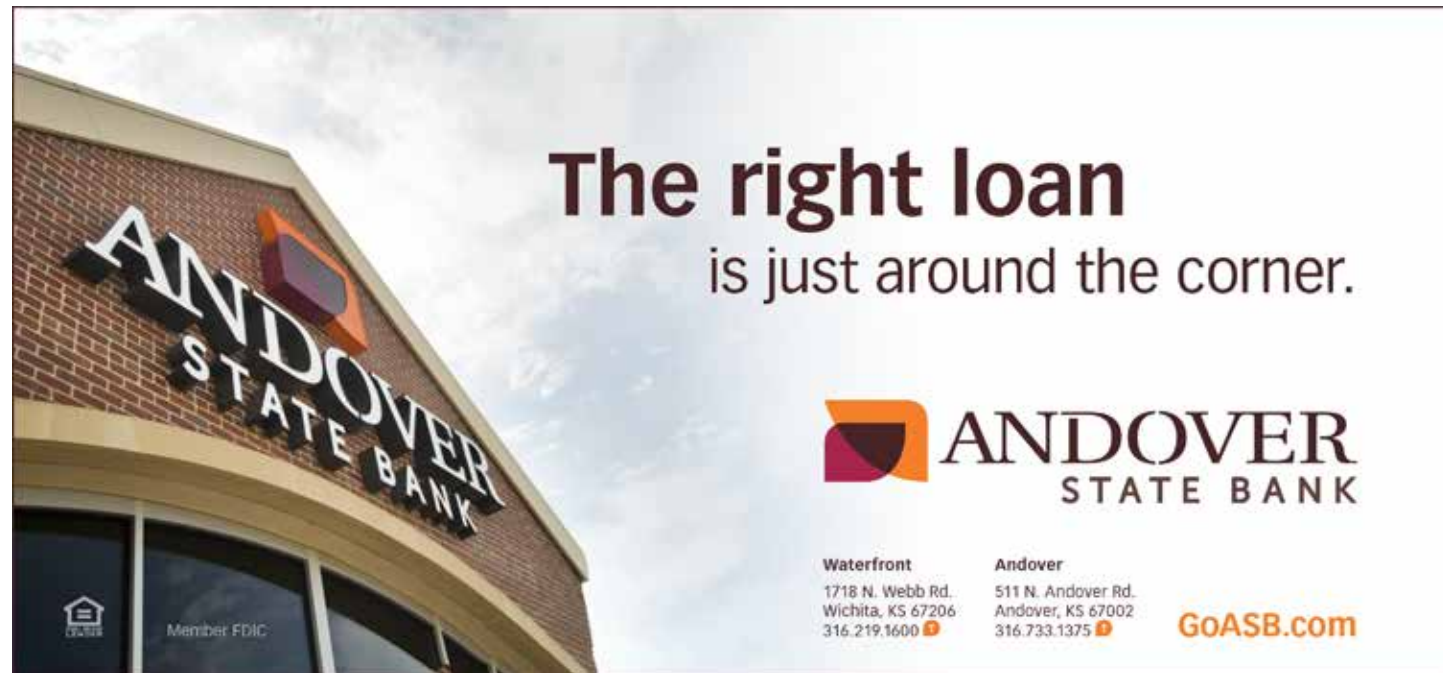
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We had an absolute blast connecting with Wichita's Top Producers and Preferred Business Partners at our September Soirée! Check out the event recap and memorable photos on page 32! Thank you to all who attended!

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Written by Dave Danielson  
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# JEFF SCHNELL

**Has Dedicated  
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to Service**

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In today's world, it's good to take a step back and see the needs around us. One of those who maintain a strong focus on others is Jeff Schnell. As an Associate Broker with KW Signature Partners, Jeff lives a life of service. "Faith in God and service have always been a big part of my life," he tells us.

#### **Growing and Giving**

Jeff's parents provided outstanding examples of hard work and service for him to follow. "I grew up on a fourth-generation farm in Oklahoma. Growing up, hard work was normal," Jeff says. "My parents were foster parents; my mother still is 39 years later. Over 300 children have called them 'mom and dad.'"

After two years of college, Jeff joined the Army, where he served in the 82nd Airborne Infantry and with the 1st AirCAV as an Apache Crew Chief serving from 1996-2001. Jeff's patriotism started with his grandfather, Oadis Blakely. "Big O was at Omaha Beach on D-Day and wounded in the first wave," Jeff remembers. "I have almost 40 first cousins, and a lot of us served. It was never an expectation to serve...we just did. I have brothers who I served with and that we have lost. Staying in touch with those Gold Star families is important to me."

#### **New Ways of Contributing**

After the Army, Jeff was recruited into lending, where he specialized in VA lending. Jeff and his wife moved back to Wichita in 2006, where they opened a full-service design firm specializing in new construction. "We worked together for five years, working 80 hours a week. Then our son was born, and we decided my wife should be a stay-at-home mom. That's a big driver for me...for my family to not only survive, but thrive," Jeff tells us.

Jeff transitioned back to mortgages, specializing in VA, New Construction, and RELO loans. After nearly 10 years in lending, he became a REALTOR®. Just over two years ago, he got his Broker's license. "One of the reasons I went from lending to real estate was to take control of my schedule," Jeff explains. "I was consistently putting in 75 hours per week, with most 85 to 90 hours. Real Estate has also allowed me to protect my clients from the front lines instead of being in a supporting role."

#### **Passion for Others**

Jeff's family is his world—he and his wife have been married for 15 years and have three children—a 12-year-old son, a 6-year-old daughter, and a 4-year-old son. "I can work when my clients need me, and I can also serve my family. If my son has a baseball game, I am there to coach. I can be there for the things that matter. That's why I work as hard as I do," Jeff tells us. "I have flexibility, and the option to spend time with my family."





Jeff's passion for real estate extends directly to his clients, with an emphasis on military families. "The military is a tight-knit family. That's what drives me—to serve my military brothers and sisters," Jeff emphasizes. "I want to protect them as they deal with the largest investment in their life."

Caring extends beyond his career. Jeff and his family have been licensed

for foster care multiple times. He is helping to start a foster care ministry, as well as serving weekly on his Church's Livestream team as a director and camera operator. Jeff previously served for two years with Habitat for Humanity on a committee and as a financial mentor. During the Holidays, Jeff's family buys and delivers meals and groceries for that week's vacation for families in need.

"We take our kids along," Jeff says. "We want to show them the mindset that we are blessed to be a blessing."

In the office, it's no surprise that Jeff serves...he serves on his office Agent Leadership Council as a financial committee chair and on the growth team where he helps agents focus on their business growth. Jeff also serves as the office's Tech-Ambassador,



*The military is a tight-knit FAMILY. That's what drives me—to serve my military brothers and sisters.*







assisting agents with KW's Technology platform COMMAND and with general technology as needed.

**God. Family. Service.**

As Jeff considers his life and career, he is grateful for the gifts he has received from life's experience. "The center of who I am is God, family, and service. I know that my life is blessed. I will have my best year, despite COVID...that is nothing short of God," he says. "April to July is when I see most of my business because that's when the military moves. This year with COVID, I didn't have any PCS transfers this summer. I know God brought me my clients."

Jeff's ongoing passion for his work is continuing to carry out the mission of helping people—a mission that is fueled by a genuine love of others. "I don't do what I do just because," Jeff says. "I do it because I have love for people...for wanting to protect others. In the military, we serve because we want to protect the nation. The same holds true with what I do now. It's about loving others and serving them...it's just who I am."

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# BOBBY ARMSTRONG

Stays FOCUSED and GROUNDED

New Door Real Estate

Written by Heather Pluard  
Photos by Jennifer Ruggles Photography

While most 23-year-olds are still trying to figure out what to do in life, Bobby Armstrong is making a name for himself in the real estate world. New to the business as of 2019, he sold \$2 million in his first year with New Door Real Estate. Bobby is on track to exceed that number this year, and he has big plans for his future in the industry.

“My values are to be kind and to do the right thing by people at all times,” Bobby says. “But to be honest, that’s how most people in Wichita are—which is one of the reasons I love my hometown so much. As the youngest of six siblings, I also appreciate living close to my family.”

After graduating from Bishop Carrol High School in 2016, Bobby played golf for Kansas City Kansas Community College on a scholarship. In two years, he graduated college with his associate’s in general business and immediately moved back to

Wichita. “I missed it here,” Bobby says. “You don’t get the same smiles and ‘hellos’ and ‘how are you doings’ in Kansas City.”

Knowing that he eventually wanted to get into real estate sales, Bobby started a career in rental management. While working full time managing 350 rental units, he obtained his real estate license in 2018. “I thought it would take a while before I could rely solely on commission income, so I began building my network even before I joined a brokerage,” he says. “I know a wide variety of people, and it’s my nature to treat people well. You never know what kind of relationship you can build with a person or where that can lead.”

In 2019, Bobby joined New Door Real Estate, an independent, boutique firm with four agents. “Most local businesses in Wichita are small enough where you know the owners and can build lasting relationships with them,” Bobby says. “New Door reminds me of a mom-and-pop shop. I

...

really feel like they want the best for me and have my interests at heart. The owner, Chris Ketzner, is one of the kindest, most genuine people I've ever met. She's always looking out for the team. For the first few months, I just followed her around and learned from what she was doing. Chris is an excellent mentor and can answer every question I have."

With a vast network of family, friends, and former tenants, Bobby ramped up his business incredibly fast. He makes himself available to his clients 24/7, responding quickly to their requests and providing an exceptional level of service. "I go over the top," Bobby says. "And I work hard to earn my clients' respect. I have a list of contractors for everything people need when contracts come in, I take the time to thank people for their business and referrals, and I like to catch up with clients after the sale. I get so much fulfillment from making my clients happy, especially when they've just bought their first home. Real estate is a rewarding career, and my goal is to build long-term relationships."

Affectionately called "Grandpa" by his friends, Bobby goes to bed early and gets up at 5 am to exercise daily before walking his Border Collie, Miles, and heading to work. "I never have FOMO (Fear of Missing Out)," he smiles. "If I'm not operating at 100% each day, then I'm doing my clients a disservice. I need to be focused and ready to go each day. You get out of real estate what you put into it, and there's no limit. Eventually, I'd like to follow in Chris's footsteps and open my own branch. Until then, I'll take what I can and go. I plan to sell real estate at a high level for a long time to come."



“

If I'm not operating at 100% each day, then I'm doing my clients a disservice. I need to be focused and ready to go each day. You get out of real estate what you put into it, and there's no limit..

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Meritrust has been an iconic part of the local landscape since 1935 when it was originally chartered to serve the employees of Stearman Aircraft Company. "This long-standing history of serving the community and commitment to local is at the heart of the organization's difference," says Director of Residential Lending John Beckman. "We've been originating loans for the local community for about 30 years now," John points out. "As part of that, we've always serviced the loans in house. It can be common for lenders to sell loans while moving the servicing to another lender—but we keep the servicing with us. I think that's a huge benefit our members want and appreciate when they work with us."

The team shares a passion for doing the right thing. "We take a holistic approach to help our members take on responsible debt. People come here wanting to get a home—not a loan. So we help them find the right loan based on their situation and where they are in life," John says. "And we have established different products that aren't just your normal Fannie Mae and Freddie Mac products."

As Sarah Kriwiell, Real Estate Relationship Manager, adds, "We are here long after the loan closes. We have an experienced team who will service our members for the life of the loan—handling all tax, escrow, and insurance concerns. They know we are a local lender and a friendly face...and that places us very well in the market as we establish strong bonds with our members and REALTOR® partners." ●●●

...

Mindy Horsch serves as Real Estate Operations Manager and has been part of the Meritrust team for 22 years. "We have 30 people on our team now. Ten years ago, we had six team members. That growth has been amazing to watch," Mindy says. "When we're talking with our members, we take a common-sense approach. We're making decisions through our work that impact a lot of people down the line, so we work to keep things simple and not take things to the extreme. With that in mind, if you give us a closing date, we take that seriously and do everything in our power to meet that."

The rewards of their work are easy to see. As Mindy says, "The best part of the day is helping our borrowers achieve whatever they're after."

"It's rewarding when we hear from buyers long after they've closed about how excellent their experience was,

and how things along the way were top notch. It means a lot working with our REALTOR® partners, and when I hear how great their experience has been with us, that's the icing on the cake," Sarah says.

As John says, a big part of success relies on fostering a family dynamic. "When we work with our REALTOR® partners, they know we're going to treat their clients like family. We're going to make the REALTOR® feel good about the fact that we do the right things for the people they are also serving," John emphasizes. "We want our partners to say they refer their clients to Meritrust because it makes their life easier, and it makes lending simple. We'd like them to say it's the best experience they've ever had with mortgage lending."

For more information, contact Meritrust Credit Union by phone 316.558.5005, or visit online [www.meritrusthomeloans.com](http://www.meritrusthomeloans.com).

**“The best part of the day is helping our borrowers achieve whatever they're after.”**



**THE MERITRUST REAL ESTATE TEAM**

- John Beckman, Director of Residential Lending
- Mindy Horsch, Real Estate Operations Manager
- Mitch Crouch, Real Estate Sales Manager
- Sarah Kriwiel, Real Estate Relationship Manager
- Stephanie Davis, Real Estate Loan Originator
- Melanie Elledge, Real Estate Loan Assistant
- Kari Gilmore, Real Estate Loan Originator
- Messina Hamlin, Real Estate Loan Originator
- Ayerianne Hibler, Real Estate Loan Originator
- Cassie Kilpatrick, Real Estate Loan Officer
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# SEPTEMBER SOIRÉE AT 6 S A SMASHING SUCCESS!

On Tuesday, September 22, from 5-8 pm, Wichita Real Producers hosted its second REALTOR® appreciation event of the year—The September Soirée at 6S Steakhouse! With nearly 200 in attendance, Wichita's Top 300 REALTORS®, Brokers, and Trusted Business Partners enjoyed live music, delicious food, and an open bar.

Sponsors included: US Bank, American Family Insurance - Dylan Harnett Agency, Achosa Home Warranty, Credit Union of America, Kanza Bank, Keystone Solid Surfaces, Pillar to Post Home Inspections, Security 1st, and US Mortgage - Will King.

Music was provided by Toni Todaro, a local artist poised to influence and inspire. Step and Repeat Photography by Kacy Meinecke Party Pics by Darrin Hackney Photography

It was a joy to be able to gather and network again. We have excitedly started planning for our quarterly REALTOR® appreciation events next year... see you all in January!









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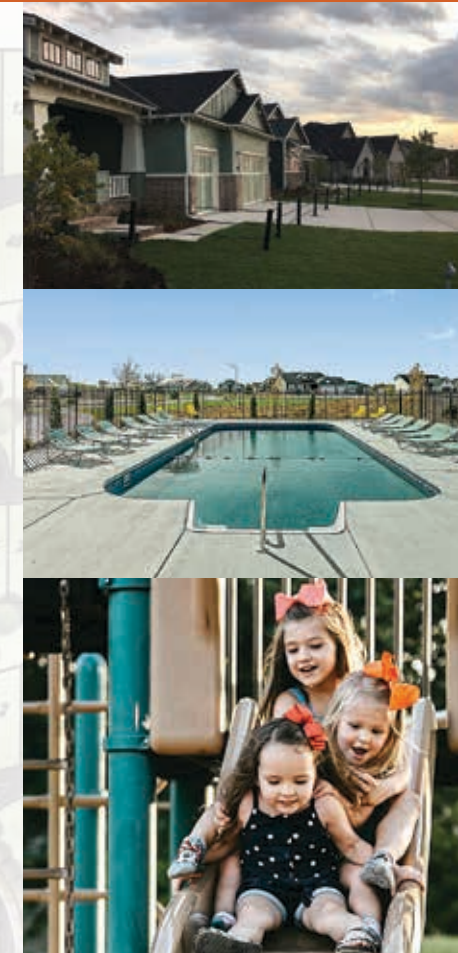
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# RYAN RUST

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One of the most rewarding experiences in life is when you know you're making a difference for those around you.

A person who knows that feeling very well is Ryan Rust.

As a REALTOR® with Nikkel & Associates, Ryan has created a life and remarkable career from serving the needs of others—including as a veteran of the United States armed forces.

“My oldest child was born 15 days before I graduated from high school. I had no skills, minimal education, and I was failing to provide for my family financially,” Ryan recalls. “I needed a dependable income and benefits, and I needed it now. The military gave me those things immediately and a promising future. I joined the USMC after meeting with the Navy, Army, and Marine Corps.”

### REWARDING SERVICE

Through his four years of service in the United States Marines, Ryan found a range of rewarding experiences. “I enjoyed learning what it means to be a leader and Marine,” he explains. “In the process, it felt good serving my country while providing for my family. The camaraderie that comes from performing hard and dangerous tasks as a team is the most rewarding part of my service as a United States Marine. That comes with having to

trust another person with your own life. I also grew from being pushed physically and mentally, turning problems and roadblocks into opportunities.”

After his service to the nation, including a tour during Operation Enduring Freedom concluded, Ryan took the next steps forward in his career in 2003. In fact, he worked as a Mortgage Loan Officer, a Mortgage Account Executive, and also sold auto, home, and life insurance with Farmers Insurance. Along the way, Ryan also has taken an active role in serving his community—as an ongoing member of the Wichita Fire Department.

“I worked in several of the real estate industries and invested in real estate. I really enjoyed those aspects of real estate and building lifelong relationships with people,” Ryan remembers. “From there, becoming a REALTOR® seemed like a no-brainer, so I became a REALTOR® in 2011. Being in the mortgage business and then investing in real estate opened the door to a career as a REALTOR®. And on a personal level, I've always loved hearing and being involved with people's personal stories, including where they've come from and where they are headed.”



Ryan's success in the industry has been rewarding in many ways. In the process, he has recorded nearly \$28.5 million in career sales volume, including over \$6 million in 2019 volume, achieving Masters Club status. He is also on track to make Masters in 2020.

**LIFE'S HIGHLIGHTS**

Away from work, family is at the center of Ryan's world, including his wife, Erica, and his children—Kaleb, Alyssa, Brayden, and Landon. In his free time, Ryan has a passion for a wide range of pursuits, including jiu-jitsu, camping, fishing, boating, traveling with his family, and spending time with their dog, Koda.

Giving back to his community is a rewarding feeling for Ryan, as well; he has taken an active role in his church, Magdalen Catholic Church and Knights of Columbus. Erica volunteers as a "Fire Wife" as part of the Fireman Wife's Auxiliary, which raises money for fire families and local charities.

As Ryan says, real estate provides endless opportunities to start and invest in lifelong relationships. "That's the most rewarding part of what I do...building those lifelong relationships, drawing from past experiences and real estate occupations, adding value to every transaction," he says.

Those who know Ryan see his work ethic and his drive to forgo short-term gratification to achieve long-term success and happiness. "At the end of the day, it's my interactions and relationships with my Lord and people, especially my wife and kids that are most important to me," Ryan emphasizes. "I love the idea that a simple smile or inquiry into someone's day can have a lasting impact. As a Veteran, REALTOR®, and Firefighter, I get that opportunity dozens of times a day!"

Truly, Ryan Rust is fully dedicated to serving the needs of others.



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# Bryan White

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BRYAN WHITE HOMES

# A

After attending Hutchinson Community College for a Fire Science degree and WSU for a Pre-Med degree, Bryan White graduated in 2003 from HCC and immediately joined the Army. He served for just over four years before being medically discharged for an injury. Bryan then worked over the next nine years as a Law Enforcement Officer for Hutchinson and a 911 dispatcher for Sedgwick County.

...

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Contemplating his future career options, in 2016, Bryan chose to become a REALTOR®—as he wanted to continue to fulfill his innate desire to help others. “Becoming a REALTOR® seemed like the perfect career where I could still help people with significant parts of their lives, while not having the physical wear and tear on my body,” Bryan tells us. Starting his real estate career at Berkshire Hathaway Penfed Realty, Bryan met Angie George—his coach who taught him all of the things he needed to know in the industry. Bryan started as an independent agent before transferring to Keller Williams Signature Partners, where, in 2018, he formed a team, Bryan White Homes, with a friend.

Over the past four years that Bryan has been in the business, he has received Rookie of the Year, multiple Presidents Circles and a Master Circle, and has been in the Top 10 numerous times. Bryan has a total career volume of \$12 million with \$5.25 million sold just last year.

For Bryan, a fulfilling aspect of being a real estate agent is the opportunity to help his fellow veterans. “A lot goes into a real estate transaction...I love knowing that when a veteran (or client) uses me to make a purchase, they will be provided top service. It is my goal to provide them with the information they need to walk away comfortable and confident in their buying and selling decisions.” Bryan also especially loves working with first time home buyers. “I love knowing that I get to be a part of that experience, answering their questions, and educating them on the process.”

Bryan is currently passionate about working with investment properties; he specializes in buying and selling any type of investment property and is also a property manager and project manager for rentals and flips.

Bryan’s advice to up and coming Top Producers is to do the little things that others may find trivial after some years in the business. “I still door knock, make cold calls, and hold open houses,” he tells us. “I know some people might find holding open houses a waste of time, but I average selling two to three homes a year from them. And, on top of that, it’s very rare that I don’t pick up a few real, quality buyer leads.”

Bryan and his wife Heidi, a Marketing Director for a mortgage company, have four children—Brooklyn (15), Aidan (14), Avelina (9), and Scarlett (3). The three oldest love sports and playing outside, and Scarlett likes to play doctor with her toys and “cook” for her family. Heidi and Bryan are working on the creation of a troubled youth ranch in Colorado. Bryan volunteers every year for the Wine, Women & Shoes event for the Kansas Children’s Foundation, and he also supports a multitude of veteran organizations. “I am always looking for opportunities to help out veterans and promote veteran awareness,” Brian smiles.

To Bryan, success is being able to look back on your life and know that you’ve made a positive impact on other’s lives: “Being able to say that I made a real difference in even just a few people’s lives is more important to me than any monetary gain I could ever receive. I believe you are here for a reason today. There is something important for you to accomplish that no one else is capable of.”



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