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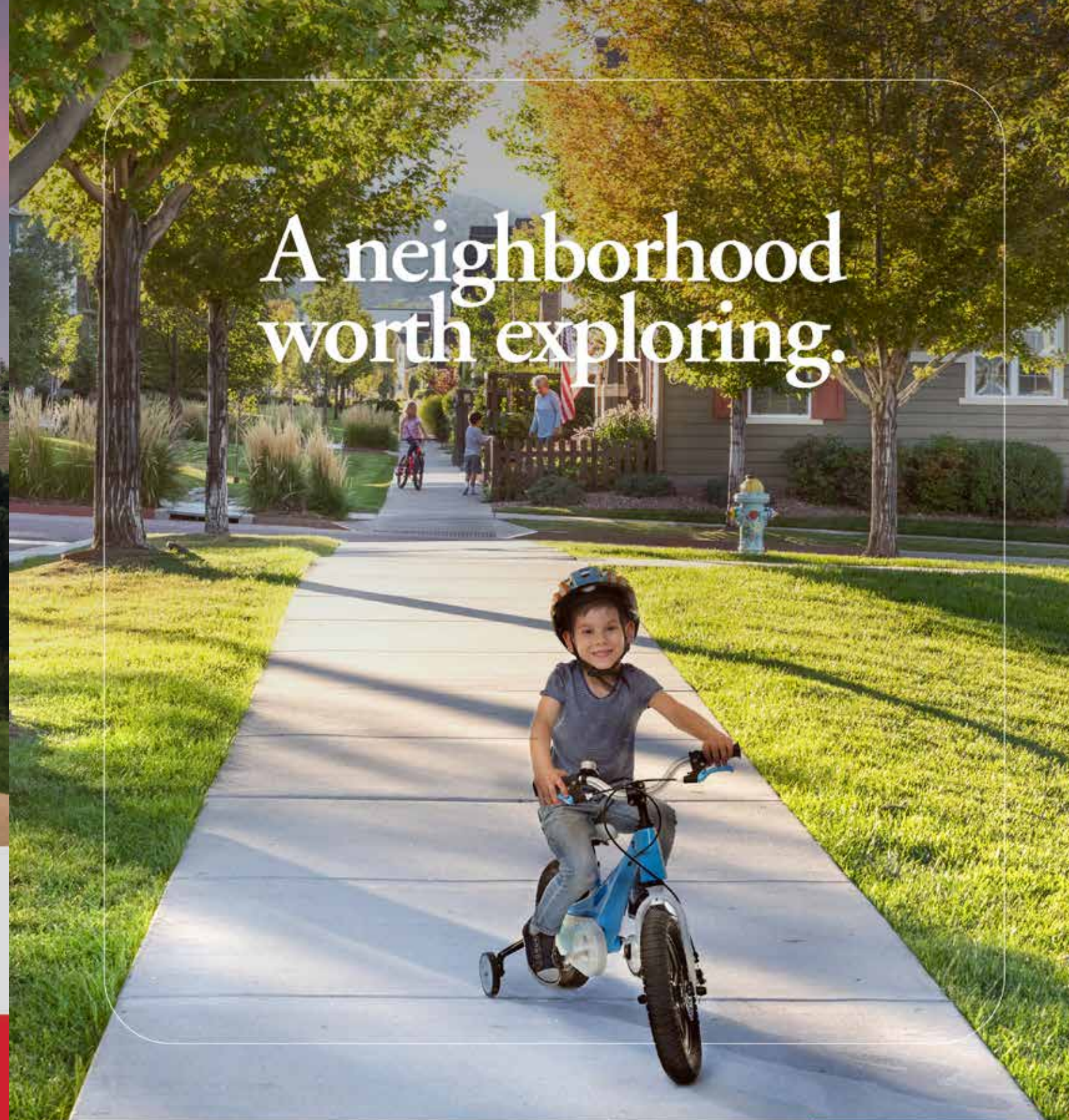
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**RP** For articles, coverage, and advertising, contact Brian Gowdy at 719-313-3028; [brian.gowdy@realproducersmag.com](mailto:brian.gowdy@realproducersmag.com).

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**Brian Gowdy**  
Owner / Publisher /  
Advertising Sales  
brian.gowdy@realproducersmag.com  
719-313-3028



**Sue Hunyady**  
Ad Specialist  
COSads@realproducersmag.com



**Heidi Mossman**  
Photographer  
719-789-5558



**Katie Luster-Work**  
Photographer  
719-963-9321



**Maria Bay**  
Photographer  
541-600-4171



**Barbara Gart**  
Writer



**Robert O'Brien**  
Client Outreach



**Sara Cripe**  
Social Media Manager  
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**Geneva Eilertson**  
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Real estate friends and professionals, welcome to our April edition of Real Producers! I am beyond proud to present the stellar line up of REALTORS® we are showcasing in this edition!

One year ago, with our April 2021 edition we highlighted Ashley Candler as our Rising Star—in 2020, she went on to have a true “banner year,” earning the Presidents Elite Club in Coldwell Banker—while I love all of our feature categories in Real Producers, it’s especially fulfilling to watch our Rising Star features rise to such heights!

This month we are welcoming five new Preferred Partners! Please join me in welcoming... (in order of us bringing them aboard)



**Mike Benton & Jen Weis** with Benton Capital



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**Noelle Wright** with Pack & Ship Plus - specialty moves!



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And a gracious thank you to the following agents who introduced us to our new partners and played a part in getting them on board:



Jean Wheaton



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If you know of a business that should be advertising with us, please share! Several of our categories are about to “sell out,” so don’t wait! And if you already use one of our vendors, we welcome you to let them know you saw their ad in Real Producers!



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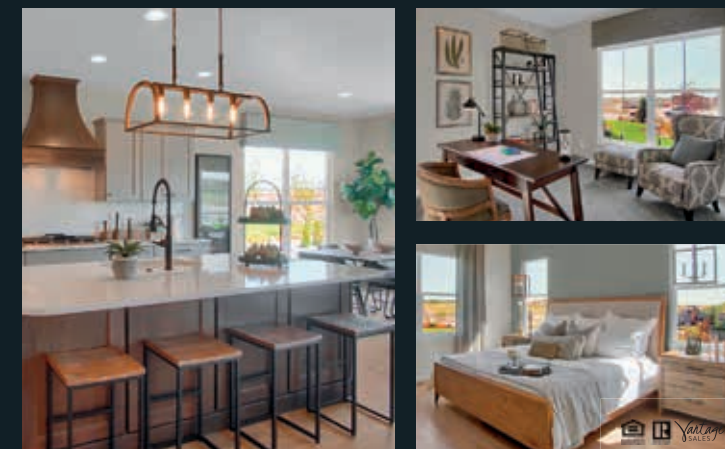
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Dave Kaercher



Bryan Vail

▶▶ celebrating leaders

By Barbara Gart  
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**D**ave Kaercher and Bryan Vail decided from an early age they were going to run a business together. The two attended Liberty High School in Colorado

Springs, and even though they went to separate colleges, Bryan at CSU and Dave at UNC Greeley, they stayed close and saw each other many weekends. It was in college that they decided they wanted to be entrepreneurs and start a business together. They both attended business school and while they weren't sure what type of business they would start, it wasn't long before real estate became their entrepreneurial aspiration.

Bryan and Dave both earned their real estate licenses and worked independently before coming together in 2010. At that time, the real estate market was struggling, and both REALTORS® were highly invested in helping homeowners who were behind on their payments avoid foreclosure. Bryan says, "We were doing short sales in a down market when other agents were not interested in that sort of thing. Short sales are a tough transaction where we had to negotiate with the bank, because the seller is upside down in the mortgage. That type of transaction typically takes six to nine months, and

some took up to two years to close. Most REALTORS® were not invested in trying to earn that type of business, but we found that it was a community service, where we could genuinely help people walk away from debt." Dave adds, "With the short sales, we had a niche in the market and that took our business to a whole new level. Zillow was also getting big in 2010, and we started getting leads that were helping us build our team. Once we had a team built, we had the vision of starting our own franchise."

Although Bryan and Dave initially wanted to start their own RE/MAX office, they ended up buying an existing brokerage, RE/MAX Real Estate Group, in 2013. Bryan says, "Hindsight is 20/20. We wanted to start our own franchise, but our only option at the time was to purchase an existing franchise. That ended up being a blessing in disguise. The fact that we were able to walk into an office that was fully functioning was incredible for us. The staff was already there, the systems were already in place, the signage was already up, and it made things a lot easier. We had no idea until we got into it, but buying an existing franchise was a huge blessing."

When they took over RE/MAX Real Estate Group in September 2013, there were 27 agents, and today they have approximately 150. Bryan says, "We grew very rapidly and proved ourselves to RE/MAX. Just two years

in, they awarded us with a second franchise, so now we have one office on the north side and one on the west side. We felt very fortunate to get into the Northgate area which was booming, and we celebrated with a big Open House event. Initially, we grew from 27-60 agents, and when we were awarded our second franchise in 2015, things really took off for us."

Bryan says in 2021, the RE/MAX brand is still one of the most powerful real estate brands in the world. "2021 has been challenging for us, with some of our top producers choosing to go with a less traditional real estate model. But for us, the foundation of what RE/MAX is built on is still in place, the brand is still incredibly powerful, and our numbers are undeniable." RE/MAX Real Estate Group was recognized as #39 out of 50 for "Top 50 of the Top 500 when ranked by most transaction sides per



This year, we want to get back to the fun stuff and reenergize the office. We have lots of exciting things planned, including a March Madness Party with prizes and a fun Barbecue for our agents, their families and their clients during the U.S. Air Force Academy Graduation Air Show.



...

agent.” No other agency in Colorado Springs is on that list, and the RE/MAX brand has 41 of the top 50 agencies from “The Top 500 Firms in the 2019 Real Trends 500 By Sides Per Agent” list.

In addition to the strength of the RE/MAX name, Bryan and Dave’s vision for the firm is to create an agent-centric company, and they are focusing on agent development in 2021. They want to help new agents get to the next level, and are excited about their newly created Agent Development Program, a nine-week training course and 12-month mentorship for new agents. For more seasoned agents, the office is providing continuing education opportunities through training classes with Buffini and Company (they are a certified training office) and Tom Ferry. Agents with the RE/MAX Real Estate Group make an average salary in the high \$100,000s, and by focusing more on an agent-centric company, Bryan and Dave hope to see that figure go up in 2021.

In addition to focusing on agent development, Bryan and Dave are excited to bring fun and energy back to the office. In the past, the firm was known for throwing great parties and bringing families together, but unfortunately, COVID has presented a challenge with that. Dave says, “This year, we want to get back to the fun stuff and reenergize the office. We have lots of exciting things planned, including a



Bryan Vail



Dave Kaercher

March Madness Party with prizes and a fun Barbecue for our agents, their families and their clients during the U.S. Air Force Academy Graduation Air Show. Our office is positioned in a prime location to view the show and we plan to grill out, bring out our margarita machine, have a DJ and games. We are looking forward to Fiesta Fridays in the office, our Annual Summer Picnic, a phenomenal Christmas Party and so much more. Everything just got put on hold during COVID, and we’re

excited to see the energy come back to the office. We’re also excited about our Awards Banquet this year, where we plan to invite spouses while we recognize our top producers.”

Dave and Bryan have made the desire to run a business together into a reality. Their business may have taken a few twists and turns along the way, but Dave and Bryan are excited to stay true to their vision, and watch their agents and culture grow this year and beyond.



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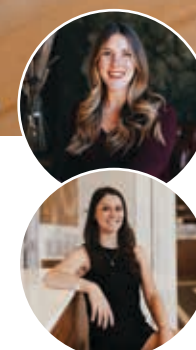
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# Hailey

## NORMAN

► rising star

By **Barbara Gart**  
Photography courtesy  
of **Katie Luster-**  
**Work** of Katie Marie  
Photography

Most successful REALTORS® will tell you that the industry has been good to them, but Hailey Norman has a slightly different outlook. “Real Estate has changed our lives.” Prior to real estate, Hailey and her husband Jake were struggling to make ends meet and put food on the table. Hailey was a stay-at-home mom to six kids and her husband Jake found out his salary was getting cut by \$1000 a month. Hailey said, “It was a very difficult time in our lives. We had to resort to food stamps and Medicaid, and I even dumpster-dived for coupons in the newspaper. We were struggling and knew we had to do something different. Someone suggested real estate to my husband and he got his license, but he didn’t receive any training. After 11 months, he hadn’t sold anything. He considered quitting, but I told him, ‘You didn’t come this far to quit.’”

Hailey’s husband didn’t quit, but instead, moved brokerages to Keller Williams. He had his first closing the next month, and Hailey soon joined as his admin. Working in a real estate office made Hailey realize her passion for working with people and building relationships, and she decided to earn her real estate license in 2018. Now, Hailey leads a team, and although the memories of the time when they were struggling are tough to look back on, Hailey says, “It was a huge turning point and pushed us to grow and think outside the box.”

Hailey had a great first year in real estate. She closed 36 transactions and attributes her early success to having worked in the admin role before earning her license, where she learned a lot about the business. She is also very social and says, “When I was a stay-at-home mom and met other moms on playdates, I was already networking and I didn’t even know it.”

Hailey has focused on being relational from day one. “Building relationships, caring about my clients and serving them at the highest level, is something I always seek to do. I love helping people. No matter what they’re going through, being able to come alongside them and serve them and help them with that process is a joy for me.”

Just as Hailey helps her clients along their journey, she has many people to thank who have helped her in her career path. She credits her husband, Jake Norman, as being a big influence on her, along with her coach, Michelle Bailey,

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who has guided her and been instrumental in helping her become a better leader. "I love to see success in others and watch them grow. Being able to help people achieve their dreams is very fulfilling to me." Hailey is also on the Agent Leadership Council in her office, where she enjoys teaching and mentoring other agents.

Hailey's past role as a stay-at-home mom also gave her tools to be successful in real estate. She says being a mom of six kids requires a lot of problem-solving, which is a large part of real estate transactions. Hailey says if she hadn't made the jump to real estate, "I think my life would be sad. Where we were before was a really hard place, and real estate gave us so much opportunity and changed our lives."

Now that she is in a more secure position, Hailey wants to make sure she gives back to those who need it most. Hailey grew up in Honduras and speaks Spanish fluently. "My heart goes back to Honduras. I have a goal this year to send them \$50,000. It is such a poverty-stricken country, and when I was growing up, I saw parents that didn't have enough to feed their kids. Often they had to pick one child to feed and let the others starve. I remember one mother who had twins and she had to make the heart-wrenching decision to allow one baby to die because she couldn't feed both of them. My desire is to help those children, and my dream is to create a place where they can come in off the streets and have food, shelter, clothes and job training so they can have a chance at life."

“ ... I think my life would be sad. Where we were before was a really hard place, and real estate gave us so much OPPORTUNITY and CHANGED OUR LIVES. ”



Hailey met her husband Jake at the church where her father was pastor and Jake's grandmother attended. Jake's grandmother hinted that Jake might want to come to church with her sometime to meet Hailey. The two became friends, started dating when she was 16 and were married when she was 19. The couple moved to Colorado Springs in 2007 to help start a church in Fountain, and they now have six children, Katelynn, Jaxon, Moriah, Breanna, Josiah and Micah. They also have two dogs, Hercules and Stetson, and recently added chickens to their family.

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Through their success in real estate, the Norman family was able to build their dream home in the country on 40 acres. Hailey is a strong believer in vision boards, and her family created one that included a new house and a new car, which they were able to make happen through hard work. They bought land and built a custom log home, which Hailey calls "a dream come true." As is common, building the home took much longer than initial estimates, and Hailey, Jake, along with their six kids and a dog, lived in a camper for almost a year while the home was being built. Hailey says although it was cramped, they made great memories during that year and wouldn't trade it for anything.

The home includes a dedicated music room where Hailey, Jake and their children play many instruments, including guitar, piano, violin, accordion, mandolin, ukulele, trumpet, drums, banjo and saxophone. The family enjoys traveling, playing cards and board games, attending church and making memories together. She hopes to make her mark on the world by helping people in her community buy and sell homes, which in turn will help fund her dreams of providing a better life for the people of Honduras. Hailey has lofty goals for 2021, and through her love for real estate and helping people, we have no doubt she will make them a reality.

“ Building relationships, caring about my clients and serving them at the highest level, is something I always seek to do. I LOVE HELPING PEOPLE. ”




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# EMPIRE TITLE

*Bill &  
Ronda*  
MCAFEE



Bill McAfee has always been a jokester. Whether he's filming entertaining videos for Empire Title's YouTube channel or pranking family, friends and coworkers, Bill is always making the most out of the mundane. But unlike the class clowns you remember from high school math class, Bill actually studied and probably knew the material better than everyone else in the room.

You can attribute Bill's work ethic to his upbringing. Raised on a cattle ranch, he can't remember ever not working. "I started when I was seven years old. By eleven I was working for pay." To this day, Bill loves ranching. He would even do it for a career if the industry was still feasible.

When Bill wasn't working for his dad on the ranch, he was working for a good friend on the sod farm. "I spent

my weekdays baling hay and my weekends mowing grass. At the sod farm, we simply mowed from sun up to sundown." To this day, Bill cannot stand mowing grass!

Despite his dislike of mowing grass, Bill started a landscaping company out of college. "I didn't have a ton of money to start up, but I knew I could make it work."

Bill ran Green Side Up, a comical name for a landscaping company, until '88. The economy was crashing, and Bill had the good sense to sell it while it was still worth something. But not before he paid off every dime he owed on the business.

His exit of the landscaping business brought his entrance to the life insurance and securities business. While there is much to be said about this

part of Bill's journey, we'll keep it short. Bill learned a little about sales and a lot about ethics.

The year was '91 and Bill was burned out. A friend of his was in banking and convinced Bill to follow suit, yet despite his efforts, he couldn't make his way into

•••

▶▶ partner spotlight

By **Brian Gowdy**  
Photography courtesy of  
**Katie Luster-Work** of  
Katie Marie Photography

“

*We don't  
succeed  
unless  
you do.*





... the industry. "I was an Academic All American out of college, and I couldn't get a job at a bank! They wouldn't even let me be their mailman!" By a touch of fate, that same friend let Bill know about another job. A job at a title company...



Bill started at Associated Title, compiling the Owners and Encumbrance Reports as well as running the recording desk. It was as entry-level as you can get. "I admit, I was good at the Owners and Encumbrance Reports, I enjoyed the research and the real estate side of it—however, I was awful at the recording desk. As a dyslexic person tasked with matching legal reports, I was probably the worst recording person in the history of title!"

Of course, granted Bill's background, Associated tried to convince him to go into sales, and did in '93. Thanks to Bill's knowledge of both ends of the business, as well as his ability to deliver on his word, he found traction and elevated to the top rep in the company. In '94, Associated Title sold to another company. After a couple of years and another timely call from friend, Bill shifted over to Stewart Title where he managed the marketing department and grew the largest market share the company has ever experienced.

Flash forward to '03. Bill caught word that ET Investments was looking to open a new title company. Bill and his wife Ronda, Bob Else, and ET Investments founded the company, immediately bringing on Sharon Myers and Terry Muckenthaler. "I remember the day we opened, people were sending us orders by fax and we didn't even have paper loaded. We were all rushing around, trying to find paper, printing on sheets that already had text on it! But we made it through that crazy first day and crazier days since."

Bill won over real estate agents the same way he won them back in his days at Associated Title. In the early days of Empire Title, Bill would ask agents to give Empire a try. If it was not better, there was no expectation for them to stay. Due to Bill's wealth of knowledge and because he knows every aspect and every phase of the business so intimately, the experience at Empire Title was indeed significantly better.

"*'We don't succeed unless you do.'* That's our slogan at Empire," Bill says. "The way we treat people is paramount. And not just our customers, but also our staff." Bill recalls when they were moving offices, he was out there with his power drill, lifting desks, doing the same work he was asking others to do. In the '08 recession, the company had to tighten up to make ends meet. Workers were asked to take days without pay—but as soon as things picked back up, everyone was paid in full, even for days they were asked to take off completely. And none of it was counted as sick or vacation days. To this day, when things get tight, Bill and Ronda will be the first to forgo their own salaries before asking employees to make any adjustments.

Along the journey, there have been a few notable innovations that catapulted Empire to where it is today. First there's Short Sale Solutions, which is the short sale company Bill put together back in '08 to assist agents with foreclosures. Second, there's the Pike's Peak School of Real Estate, which Bill purchased in the first year of starting the company. Agents who have attended his classes know how much Bill loves educating. And finally, there's the Peak Producers. The Peak Producers is a collection of the top ten percent of real estate agents who support the community through their professionalism and charitable giving. As an organization, the Peak Producers have given a very generous amount of time, talent, donations and contributions since its inception in 2010.

Empire Title launched in '03. In eighteen years, their employee count has grown from four to seventy. Empire Title has grown to three offices extending to Woodland Park and Canon City, and they've been voted the number-one title company in Colorado Springs for eight years in a row. Bill attributes all of this to his people. "It's the way we treat each other; it's the way we take vacations with one another; it's the way they pray together. My vision has always been to create something as far from stereotypical Corporate America as you can get. And thanks to our people, our community, and our culture, we are there."



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## market statistics

By **Bill McAfee**; President of Empire Title



# “I HAVEN’T SEEN THAT BEFORE!”

## A Summary of 2020’s Unprecedented Inventory Shortages

There is a large insurance company that has a phrase, “We’ve seen that before!” I would like to say after almost 30 years in the title industry, my new phrase is, “I haven’t seen that before!” Look at the active listings in December of 2020. They declined eight consecutive months beginning with April. December had 530 listings available: “I haven’t seen that before” (See slide #1).

Before the Great Recession, we had 7,065 listings. We have 6,535 fewer listings now than in July of 2007. That is a drop of 92% in homes available to sell. Real estate market pricing is usually driven by demand and supply with other factors that influence both. We just reviewed what listings did in 2019 and 2020. Now let’s look at sales.

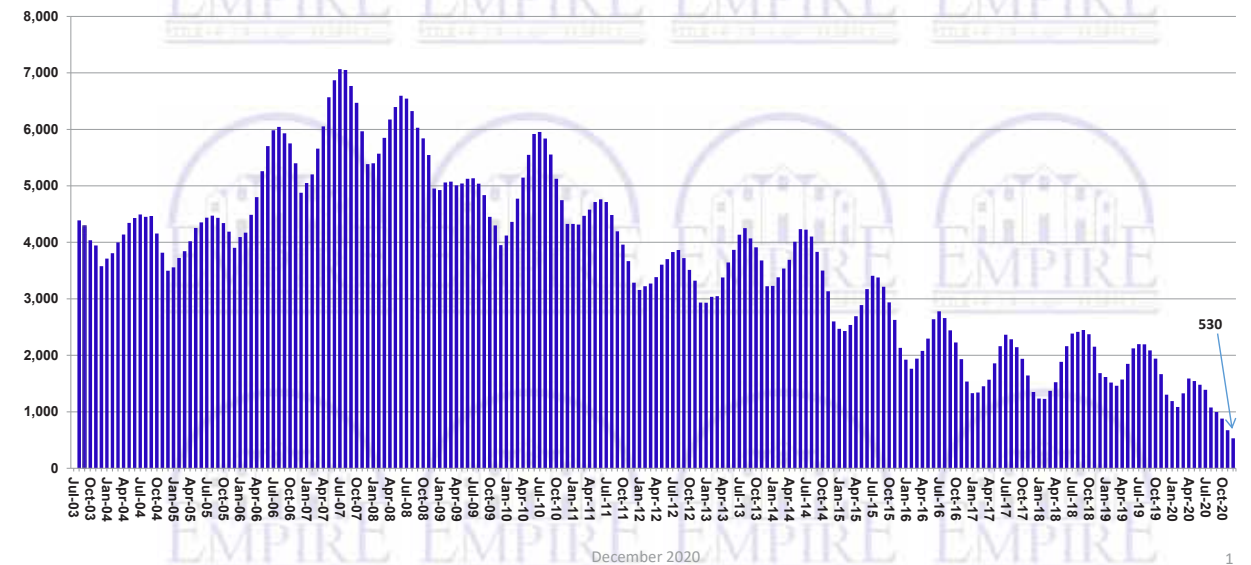
In July of 2020, we sold a record number of units totaling 1,978. This was 235 more units than the previous record of 1,743 set in June of 2017 – an increase of 13.5%. However, what is more impressive is that the number of sales in January 2009 was just 413; thus, we’ve seen an astonishing 379% increase in sales from 2009 to 2020. Over this same time frame listings fell

92%. I have never seen that before. The increase in sales and the decrease in listings explain the lack of supply and the increase in sales price. The proof is in the inventory levels.

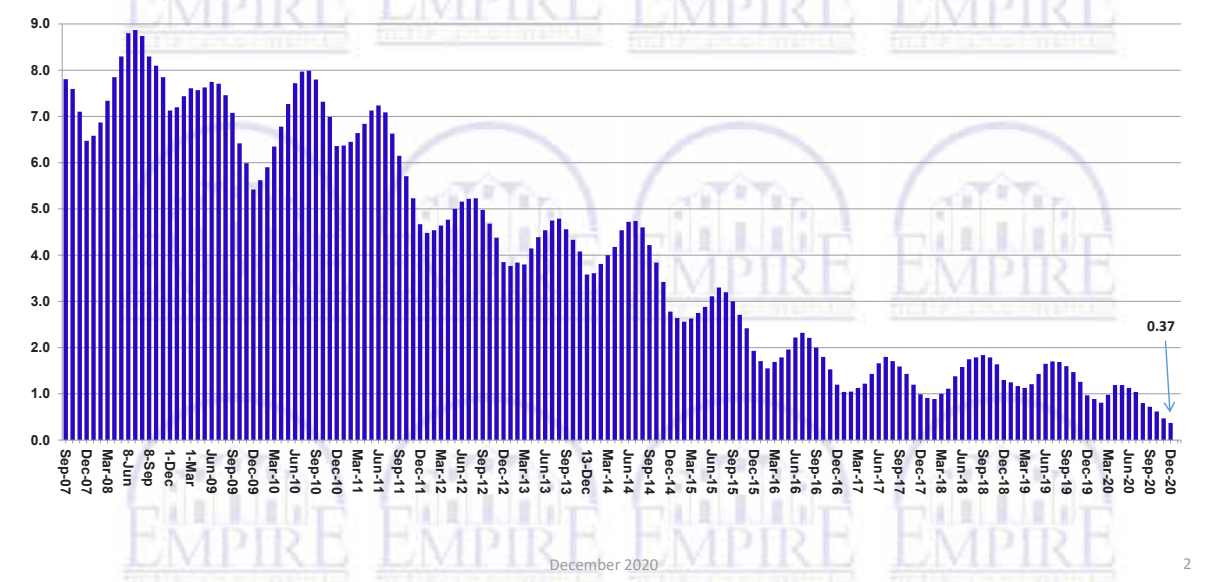
Inventory levels are a leading indicator that predicts what the market will do. This formula is based on average sales over a 12-month period and the number of listings available for sale. A normal market for us would be an inventory level of around five months. This means it would take us five months to sell all listings without any new ones being added. We currently have .37 months of inventory. At this rate, we would sell all available units in 11.3 days as compared to 153 days in a normal market (See inventory slide). I haven’t seen this before.

Interest rates have been a critical factor keeping homes affordable. With prices rising at 13%, these historically low rates have helped buyers stay in the market (See purchase power and interest rate slide). Speaking of interest rates, I haven’t seen that before (See 30 year fixed rate slide). Because of the demand and supply factors in our real estate market accompanied with the incredible job market including Space Force, Amazon, In-and-Out Burger, and the addition of Southwest Airlines, Colorado Springs has become a very desirable place to live.

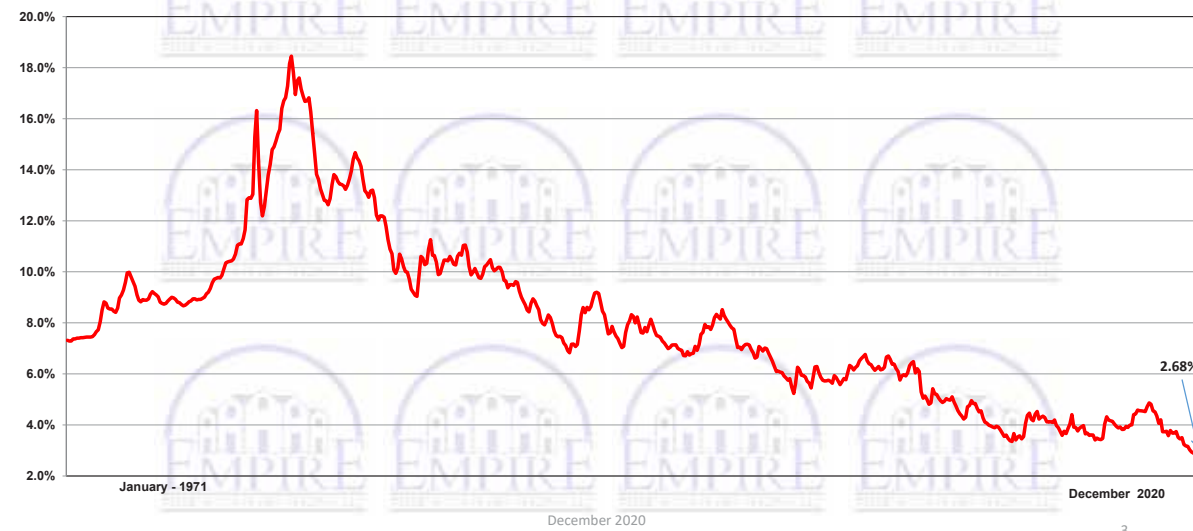
## ACTIVE LISTINGS



## INVENTORY IN NUMBERS OF MONTHS



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This desire has created a demand that has pushed median sales prices to record highs. The median sales price record of \$385,000 was set in September of 2020. The demand has had the same effect on average sales price. The record average sales price was set in December of 2020 at \$437,365.

A great analogy of how strong our market has been over the last 17 years is how much median and average prices have risen. The lowest median sales price in that timeframe was recorded in February 2012 at \$172,250. The highest median sales price during this time was \$385,000 in September of 2020. The lowest average sales price recorded in the last

17 years was \$198,644 in January 2009. The highest average sales price recorded in the last 17 years was \$437,365 during December of 2020. I haven't seen that before! The lowest median and average sales prices compared to the highest median and average sales prices have increased 123.51% and 120.17% respectively. You know what I am going say, but I'll save it for the end.

Eighteen days on market; 530 listings; 1,978 sales; .37 months of inventory; 2.68% interest rate; \$385,000 median sales price; and, \$437,365 average sales price – a compilation of things where, yes, you have guessed it, I have NEVER seen that before!

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Payment	\$ 1,571.66	\$ 350,000.00	3.50%	February 2020
		\$ 38,503.00	-0.82%	
		↑ 11%	↓ -0.82%	



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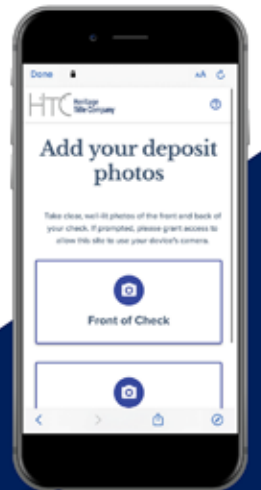
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# JUSTIN HERMES

▶▶ standout REALTOR®

By Barbara Gart  
Photography by Maria Bay of Casa Bay Photography



Some REALTORS® have found their niche, and for Justin Hermes, it's property management and long-term real estate holding. Justin teaches how to create passive income through real estate investments by turning properties into rentals, holding on to them for 15 to 20 years and creating significant income for the future. He says you have to be willing to live below your means in the beginning, and one of his favorite quotes from Dave Ramsey speaks to this. "Live like no one else, so later you can live like no one else."

Justin wasn't always sure he would go into real estate. Although his father was a REALTOR® in Colorado Springs, Justin was a gifted tennis player and after graduating from Farris State University in Michigan, he moved to Washington, DC to work as a Tennis Pro for World Bank. He loved the career, but eventually his wrists and knees started to wear down, so Justin made the decision to move back to Colorado Springs and go into real estate with his father. Justin says, "My dad is my number one influence in my life. He taught me a lot about real estate, but the most important thing he taught me is to spend time with family." Justin earned his real estate license in 2014 and worked alongside his dad for a few years until his dad retired and Justin took over the practice.

Justin's first year was spent learning all about property management by managing his own rental portfolio with around 10 properties. He worked hard to connect with everyone in his sphere, baking and delivering close to 400 tins of cookies to everyone he knew. Justin says

"Timing is everything, and I got in at the perfect timing. The market picked up, and around that time in 2015, there were close to 3000 homes on the market, and I was able to sell homes from \$200,000-\$300,000 to people my age." He also credits working for a great firm like RE/MAX which offers continuing education, support staff, tools and a strong brand.

Justin is passionate about affordable housing and learned a valuable lesson early on. As he was acquiring rental properties, he offered one of his properties to homeless veterans for free. Unfortunately, they did not take care of the property, which led Justin to realize that giving it away for free from the beginning was a mistake. Today, he still has a mission to help homeless vets, but he has learned that offering his properties at a discounted rent, rather than free, has led to a better experience so that his properties are better cared for, and he can still provide affordable housing to vets.

...





I've been given so much and  
want to help others who haven't  
been as fortunate.

Justin would not be able to do this work if it were not for holding so many investment properties. He has become a well-known figure in Colorado Springs on long-term home investments, and has been featured on radio and podcasts educating people about real estate investing. Justin has had a lot of mentors in the field, but strongly credits Mike Scanlan, another REALTOR®, who helped him be a second pair of eyes on his rental properties and a sounding board. He also credits his success to his staff. "The reason my business is successful is largely due to the staff I have. Stephanie Sawall is someone I've known for 20 years and Sheri Boulton is a recent addition to the team. They both ensure everything runs smoothly in the business."

Justin strongly believes in giving back to his community and has many organizations where he donates his money and time. Some of his top philanthropies are Springs Rescue Mission, Shield 616, Young Life Chicago, Colorado Springs Fire Foundation, Colorado Springs Police Department Foundation and Colorado Springs Sheriff Department Foundation. Justin also has a strong passion for the city, and is involved with Colorado Springs Rising Professionals.

Through his work giving back, Justin has realized he wants to help shape the vision for Colorado Springs in the future and is running for City Council. "I'm really passionate about the city and the direction it's heading. In my work through Colorado Springs Rising Professionals, I've connected with many youth leaders.



The average age of a City Councilman is 63 years old, and I believe there needs to be a voice for the younger generation in Colorado Springs."

One of Justin's major initiatives is transforming the Citadel Mall area, which has been neglected over the years. "When you look at the map of Colorado Springs, the mall area is a big connector between downtown Colorado Springs and Powers. Malls across the United States have struggled, but you can see how many cities have adapted and turned



these malls into affordable senior living, indoor sports arenas, concert venues, arts and cultures. There's endless possibilities and I think as a city, we need to pivot and better utilize that area." Justin is also passionate about affordable housing and proper infrastructure as Colorado Springs continues to grow.

Justin says some of the things he loves most about living in Colorado Springs are the beautiful weather, public golf courses (especially Patty Jewett,) Pikes Peak, all the outdoor activities, the restaurants and bars, but the biggest thing is being close to his family. He says if he could live anywhere else in the world, it would be Dublin, Ireland, where "there's amazing culture, really nice people and it's gorgeous." Justin is excited about what the future holds in real estate and his community. "I've been given so much and want to help others who haven't been as fortunate. I hope to leave my mark by using the gifts God has given me to the best of my ability."

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# WYNNE PALERMO

## IT ALL STARTED WITH HER NAME.

Wynne Palermo was named after great Sir Winston Churchill and such a name isn't given lightly. Wynne's grandfather was Sir Henry Thornton, Knight of the British Empire. Every day, she is inspired to live up to the name and legacy they left for her. And, while there are no knighthoods in real estate, or for women, most REALTORS® would agree, Wynne Palermo is the closest thing to a Lady Knight of our city.

Wynne grew up in Coral Gables, Florida, a suburb of Miami. Her father was a medical doctor and her mother led a fascinating life of British upper echelon, marrying a Canadian and returning to America. While growing up in Coral Gables, Wynne witnessed Miami transform into the cultural melting pot it is known to be today.

...

▶▶ real producer

By **Brian Gowdy**  
Photography by **Maria Bay** with CasaBay Photography



Wynne's first job was working as a carhop at Burger King—and not just any Burger King, but the original Burger King, which opened in the '50s. As a carhop, Wynne's duty was to attach meal trays to car windows and to bring food from the kitchens to the customers. Her pay was primarily composed of tips. To bring some perspective, at the time, she was also babysitting for \$0.25 per hour!

While Burger King was her first job, Wynne's first career was working as a receptionist at Thompson Aircraft Tire in Miami. While she had no particular passion for airplane tires, she needed a job and they happened to be hiring. "What could be interesting about an airplane tire?" I said to myself at the time," Wynne recalls. "Turns out, quite a bit! Different aircraft require different tires. Different airports need to have certain tires stocked. There are layers of sales and engineering behind each. It was surprisingly challenging." By the end of her time there, Wynne had become the company's first-ever female manager!

While Wynne's first few careers weren't as glamorous as those she is known for today, they instilled values that she has carried with her ever since. First, to be a saver, not a spender; work hard for what you want or settle for what you have; and maybe most important that financial independence equals freedom.

Wynne discovered Colorado Springs thanks to a pair of friends who had invited her to visit. At the time, Miami was in its "rebellious teenage years," so to say, and the idea of a smaller,



more stable city, was appealing. "Of course, after growing up in a flat, sandy peninsula, the mountains and vistas of Colorado Springs were appealing, but it was the people that hooked me. They were just so kind and generous. To have a stranger wave and say, 'Good morning!' was so refreshing! And the people here are still friendly to this day." Today, Wynne carries the title One of the Twenty-Five Most Dynamic Women in Colorado Springs and she cannot imagine anywhere else to call home.



Wynne moved to Colorado Springs in '79 and, upon signing the lease for her new residence, she met her would-be husband, Norm. Alongside her knighted grandfather and Sir Winston Churchill, Norm Palermo would become the greatest influence on shaping Wynne into the icon she is today. "Everyone who knew Norm, loved him," Wynne says. "He was that guy everyone went to when they needed advice. He was a mentor to many and he was involved with everything: The Chamber of Commerce, The Barr Association, a City Judge, El Paso County Attorney, political candidates and campaigns. Anything he could do,

he did. And anything I can do to continue his legacy, I do." Today, Norm Palermo is memorialized by the "Spring Bouquet" sculpture which the City dedicated to him and resides on "Busy Corner" at Tejon Street and Pikes Peak Avenue. Its inscription, "*An ideal citizen of this community, state, and nation,*" set the standard for how Wynne shows up for life every day.

Restarting her life after moving to Colorado Springs, Wynne was overqualified for every job she applied for. She wound up taking a managerial position for a retail store in Manitou Springs called The Western Bizarre, but there was no challenge



...

to it. And it didn't stick. "It was Norm who proposed the idea of real estate to me," Wynne recalls. "I told him, 'I can't do real estate; I don't know anything about it!' My doubt didn't convince him. 'You would like it,' he said. 'And you would be good at it.' Turns out, he knew me better than I knew myself. I signed up for real estate school. And he was right; I loved it."

Wynne earned her license in '82. Fresh out of real estate school, her mind was flowing with information about laws, ethics, and contracts. But what they didn't teach back then was how to build a business. "I remember seeing people in the office walking around making copies. I couldn't help but wonder, 'What are they doing? How do they get clients?' I posed the question and they told me to call all my friends, which I did. Once I had made it through all my contacts, I gave cold calling a shot—which, I'll gladly admit, I never did again."

Things finally clicked once Wynne took a page out of Norm's book and got involved with the community. Her first position was sitting on the board of the American Red Cross, where she would later be awarded the Help Can't Wait award. "When you're involved, you have access to information that others don't hear. You know what's going on in the community. You learn what industries are coming in or going out. And you can share this expert advice with your clients and guide them to make the best possible decision for their future here."

Another influencer on Wynne's rising success was Kay Deen Patterson. "I tried to emulate Kay Deen in everything I did professionally, from the way she dressed to the way she treated others. No matter where she was going or what she was doing,

“

**WHEN YOU'RE INVOLVED, YOU HAVE ACCESS TO INFORMATION THAT OTHERS DON'T HEAR.**

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Wynne Palermo and Susan Magnuson, her professional assistant for over twenty years.

she presented herself as if she were about to meet someone important. She was wildly successful and everyone respected her."

Throughout her career, Wynne has graced the boards of countless organizations; she's been honored with innumerable awards and accolades. And even today, she stays involved. "I learn something every day and get far more from my involvement than I ever give." One of her most impactful contributions to the community has been the nine years she has spent serving as a Commissioner, with 5 years as Chair, on the Colorado Springs Urban Renewal Authority. One current project having a more than 2 billion-dollar impact is the 25-year endeavor to remove blight in the Southwest area of Downtown. "It was quite an undertaking to get approved, but it's also a labor of love," Wynne says. In addition, Wynne has also helped shepherd the City for Champions' United States Olympic and Paralympic Museum, Downtown Weidner Field and Robson Arena, William J Hybl Sports Medicine and Performance Center and the new US Air Force Visitor's Center.

Beyond her contributions to the community, Wynne has given just as much of herself to ensure the name REALTOR® retains its high

esteem here in the Pikes Peak region. Wynne's first venture into leadership was in 1996 when she served on the board of the Pikes Peak Association of REALTORS®, a position she still has today. She served as Chair in 2000 and again, in an unprecedented second term, in 2009. She has served on the board of the Colorado Association of REALTORS® and has been the Chair of the Political Action Committee, the Small Donor Committee, and Issues Mobilization for the state association. Her countless hours and influences have awarded her the Extra Mile Award, PPAR's first-ever Good Neighbor Award, a title as one of the 25 Most Influential People In Real Estate, and being voted REALTOR® of the year in 2001.

Wynne Palermo the embodiment of the REALTOR® mantra of building better communities. She earned her success by devoting her passions and influence to organizations greater than herself. Anyone who knows her would agree, she not only lives up to having a special name-sake of Sir Winston Churchill, but also her husband, for whom she is forever indebted.

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**SUZANNE HOLLAND** loves to travel. She's toured Greece, Morocco, Australia. She's hiked the Dolmites, Mt. Blanc, and even village to village in Tuscany!

To read more about your fellow agents, add Brian Gowdy on Facebook. He posts short bios and fun facts about each agent to his personal page!

If you haven't met Brian yet, he would love to meet you! Brian's contact: **719-313-3028**; **brian.gowdy@realproducersmag.com**; or Facebook Message him!

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*Ashley Roy*  
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Shocking Fact: **HOLLY QUINN** has been struck by lightning!



**JENNIFER CROSBY** loves fishing! Some of her most cherished memories are deep-sea fishing with her father on the waters of the Sea of Cortés alongside Baja California Sur.



**MIKE ROSENHAHN** lived in China for three years. He still skypes with his friends there and, back in March, they sent masks back when no one could get them—Mike, the gentleman that he is, shared them with some of his friends and clients!



**JUSTIN HERMES** has his own radio show: Real Estate Realities on KRDO NewsRadio every Sunday at 10:30 where he educates his listeners on the value of long-term real estate investing.



Before real estate, **ALAN WILLABY** worked days as a hairstylist and nights as a bouncer! His biggest fear was that he would break his hand dealing with the rowdy, late-night crowd and not be able to cut hair!

\*masks and social distancing was practiced prior to photos taken



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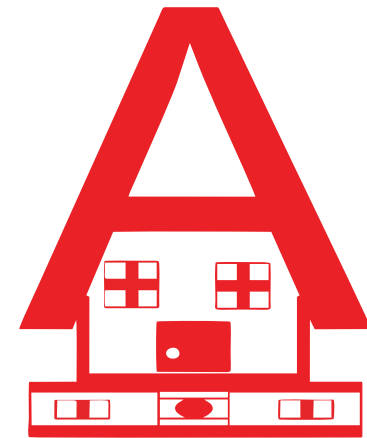
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