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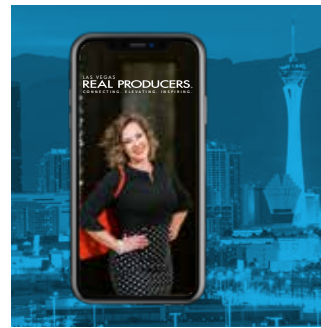
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If you are interested in contributing or nominating Realtors for certain stories, please email us at mike.maletich@realproducersmag.com

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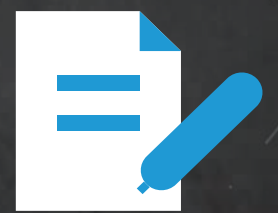
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and **Albert Chernogorov** -
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Additional photos by **Heather**
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Falisha REXFORD

On a New Mission



While life is full of challenges and opportunities, Falisha Rexford isn't one to turn down the chance at being successful. As needs arise, her instinct to help others takes over and drives her to fulfill positions she never thought possible. From investing and real estate to Air Force Operator Instructor and mother, Falisha never backs down from a challenging role.

Before jumping full-time into real estate, Falisha first started as an investor during the great recession. While she was only 24 years old at the time, she and her husband, Nick, saw the opportunity and scraped together every penny in their savings account to start buying properties.

"We'd put down 25%, keep the mortgages low, and rent them for fair market value," Falisha explains. "After doing that for a few years, I thought the next strategic step would be getting my real estate license."

At the time, Falisha had a very lucrative career at Creech Air Force base as a Sensor Operator Instructor, flying the MQ-9 aircraft. "I loved everything about that career field—the

people, staying active with my Air Force, the mission, etc.," Falisha says. "But while I was wholeheartedly enjoying my flying career, low and behold another one was taking off."

As Falisha began helping her fellow airmen and co-workers that first year in real estate, she became extremely busy and soon realized the need for a VA specialist in Las Vegas. So, the following year, she decided to go part-time at Creech, allowing herself a little more time for real estate. A short 10 months later, she was walking away from a six-figure income to be her own boss as a real estate agent.

While Falisha was scared to walk away from such security within a job she loved, she thrived as a REALTOR®. The biggest hurdle that she had to overcome, however, was understanding she truly could not do it all.

"That word 'can't' gets to me," Falisha explains. "I don't like it, try not to use it and definitely don't encourage it. But there's a time and place for it. Learning when was the appropriate time to expand, how to expand, and WHO were going to be the right fits was a challenge. Your team will make or break you." ...



...

Although it was a challenge, Falisha successfully pulled it off. The Rexford Group consists of three other women—a transaction coordinator/assistant and two licensed agents. With their motto, “Proudly Serving Those Who Serve,” they closed over \$21 million in sales this last year.

Falisha is a proponent of empowering women. She is always encouraging women to find their voice, and is driven to lead by example. “I’ve deployed to countries where women didn’t have that option, but we do,” she says.

“
IT IS MY
DISTINCT HONOR
AND PRIVILEGE
TO GIVE BACK
TO THE MEN
AND WOMEN
CONTINUING TO
FLY THE LINE

”

Falisha is a firm believer that you can do and become anything you want, with “a hard work ethic, a dedicated mindset and consistency.” And she knows from experience. Growing up in travel trailers and mobile home parks as a child, when Falisha graduated high school, completing college was not a realistic option for her, especially as a young waitress unable to save money.

...

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...

"I knew I needed to make a drastic change," she says. "I never had dental or medical growing up, and never had the real chance at a college education without incurring an extreme amount of debt. Nobody had ever spoken to me about entering the military, but it almost seemed like my only option. What they could give me starting day one, I had never had. So, I enlisted in the Air Force."

"Best decision of my life! This was my pivoting point," she continues. "This life-altering decision absolutely catapulted me into who I am today. I like to think of myself as a strong, successful, dedicated woman, wife, mother, sister and friend. I fly my American Flag proudly."

Falisha and her husband, Nick, have been together since ages 15 and 16 respectively. Nick is a firefighter captain and Falisha's "rock." After four years of IVF, Falisha and Nick had their first son, Nolan. A few heartbreaking miscarriages later, Falisha was able to carry her second son, Nixon, all on her own. Two years ago, they added a "furry brother," Niko, a Boston Terrier to the family.

Among Falisha's many titles in life are: "Homeschooling mommy to two young boys," "Crazy Plant Lady with 53 total house plants," and "Honorary Commander of the 22D Attack Squadron at Creech Air Force base," which she is extremely proud about.

"It is my distinct honor and privilege to give back to the men and women continuing to fly the line," she says. "They've continued supporting the mission that I no longer can."

As Falisha continues serving those who have served us, both as an honorary commander, REALTOR®, and team leader, empowering others to take control of their lives, and leading by example, she will continue seeing much success in her current mission.



announcement

How Does Someone **MAKE** The Magazine


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» REALTOR® on the rise
Written by Chris Menezes
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TRACY WINKELMAN

RIDING THE WINDS OF CHANGE

Tracy Winkelman is on a mission to be the best of the best, and it's apparent that nothing can stop him. After having to completely start over at the age of 49, he chose real estate as his means for success, and like his previous career, has given it everything he's got.

Before transitioning into real estate, Tracy spent his entire professional career in retail management. As a young adult in the mid-1980s, he worked his way up from Footlocker Store Manager to District Sales Manager, and went on to work as a Retail Sales Executive for several major corporations (including Champs Sports, EB Games, Big Dog Sportswear and LeCreuset of America). . . .



...

With an extensive amount of travel and having to move his family several times, it's no surprise that Tracy's children were all born in different states. His son, Frank Louis, was born in Dallas, Texas; daughter, Elise Makenna, in Oklahoma City; son, Greyson Scott, in Palmdale, CA; daughter, Jenna Lynn, in Phoenix, AZ; and daughter, Emma Bryn, in Olympia, WA.

Being that family means so much to Tracy, part of the reason he decided to pursue real estate was to have the freedom to be present for his kids (and now grandkids). He was also, at the time, planning for an early

retirement, obtaining his Juris Doctorate from California Southern Law School (after earning his undergrad in Marketing), and seeking custody of his children, who were all minors at the time.

Tracy started his career in real estate in January 2014. By 2015, he was ranked in the top 1% out of all the REALTORS® in Las Vegas, a position he has maintained ever since. He has also achieved the status of being the number one agent in his company the past four out of five years, and was inducted into the Wardley Real Estate Hall of Fame in 2016.

While Tracy definitely has the professional expertise, motivation, and drive to get to where he is today in his business, what really separates him, and what has always been his catalyst for success, is passion.

"What I do for a living, regardless of where it has been and with whatever corporation, has never been work. My late grandfather taught me, if you have a passion and love what you do, you will NEVER work a day in your life, and this is TRUE for me! I am passionate about giving my clients the best of the best in marketing for their homes, in order to achieve TOP dollar and exceed their expectations!"

After his father's passing in 1967, Tracy turned to his grandfather for inspiration and admiration. And while he led a pretty troubled childhood, he has always been able to reinvent himself and pursue success.

Tracy's ability to reinvent himself even at age 49, after a long professional career, is actually one of the major abilities that have contributed to his success in real estate. As he explains: "The game-changer in my business has always, ALL-ways, been the ongoing reinvention of my business, finding ways to redefine it, and doing things better and in a different manner to achieve EXCELLENCE!"

The ability to persevere and succeed as an individual agent with Wardley Real Estate has Tracy aiming to hit \$30 million in sales this year, a goal he set for himself not too long ago. Alongside him at the office is his daughter Elise, and his two sons are also REALTORS®.

Looking into the future, Tracy's goal is to be the first agent in his company's history to create over \$1 million in GCI. He also wants to get back to traveling (Post-COVID), and "drink margaritas next to



turquoise water somewhere" – the beach is Tracy's happy place, often commuting between his beach house in Newport Beach to Vegas. He also enjoys riding bikes, hiking, and staying fit and was a nationally rated marathon runner in his 20s.

To upcoming top producers, Tracy offers the following advice: "Create several streams of where your listings come from, and your business for that matter. If you depend on just one facet, it will be tough to be a REAL Producer—ask the agents that did all or most of their business through door knocking or open houses! Then comes COVID-19 and many folded from not being diverse!"

"The one thing that is constant in my real estate career is change!" he emphasized.

“You can’t change the past, though you MUST learn from it. And you can be IN THE MOMENT and change YOUR future! Real estate has NO glass ceiling. You can do whatever you put your mind to!”



WHAT IS LOVE JUSTICE, AND WHY DOES IT MATTER?

Owner and publisher of Pittsburgh, Mahoning Valley, and Cleveland Real Producers magazines, Mike Maletich has spent the last couple years fighting for others around the world as a board member with Love Justice International (LJI), a nonprofit organization compelled by God's love to fight the world's greatest injustices.

Shortly after the birth of his first daughter, Mike learned about human trafficking and was motivated to get involved in the work of Love Justice. He says, "I simply could not believe that children were sold as slaves ... many times as sexual slaves."

LJI employs a unique anti-trafficking strategy called "transit monitoring" that focuses on identifying and assisting people while they're in the process of being trafficked but before they are exploited or abused.

Staff stationed at important border crossings and transit hubs are trained to look for signs of potential trafficking and stop suspicious individuals for questioning. Whenever they identify a "red flag" of trafficking, they intercept individuals, contact their families, and seek assistance from law enforcement if necessary.

Currently, LJI operates 44 transit monitoring stations in South Asia and Africa and has intercepted over 19,000 individuals to prevent them from being trafficked.

In addition to their anti-trafficking work, Love Justice also operates a school and multiple family homes—enabling them to care for orphaned and abandoned children who are vulnerable to exploitation.

As a board member, Mike enjoys helping Love Justice expand their reach, and he travels to Nepal annually to witness their work on the front lines.



Visit lovejustice.ngo to learn more about their work, or go to lovejustice.ngo/projectbeautiful to join Project Beautiful, their monthly donor community dedicated to the fight against human trafficking.



These pictures are from Mike's recent trip to Nepal where he visited with some of the children from Love Justice's family homes.





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