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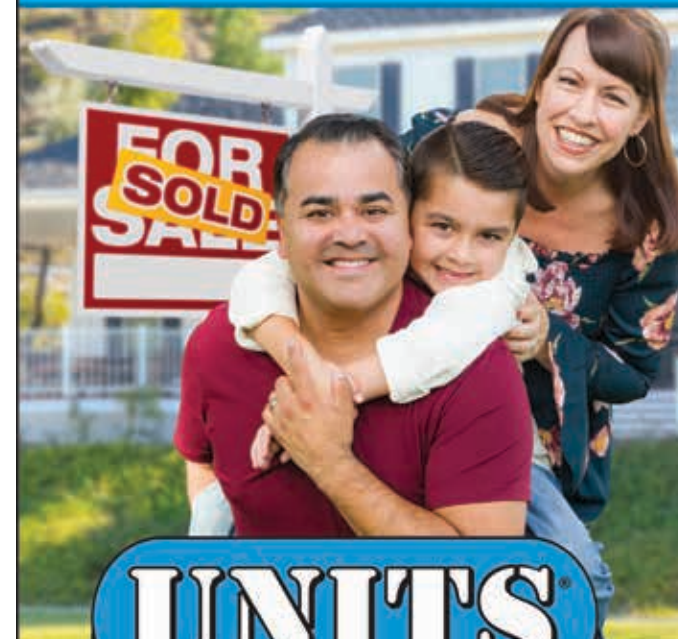
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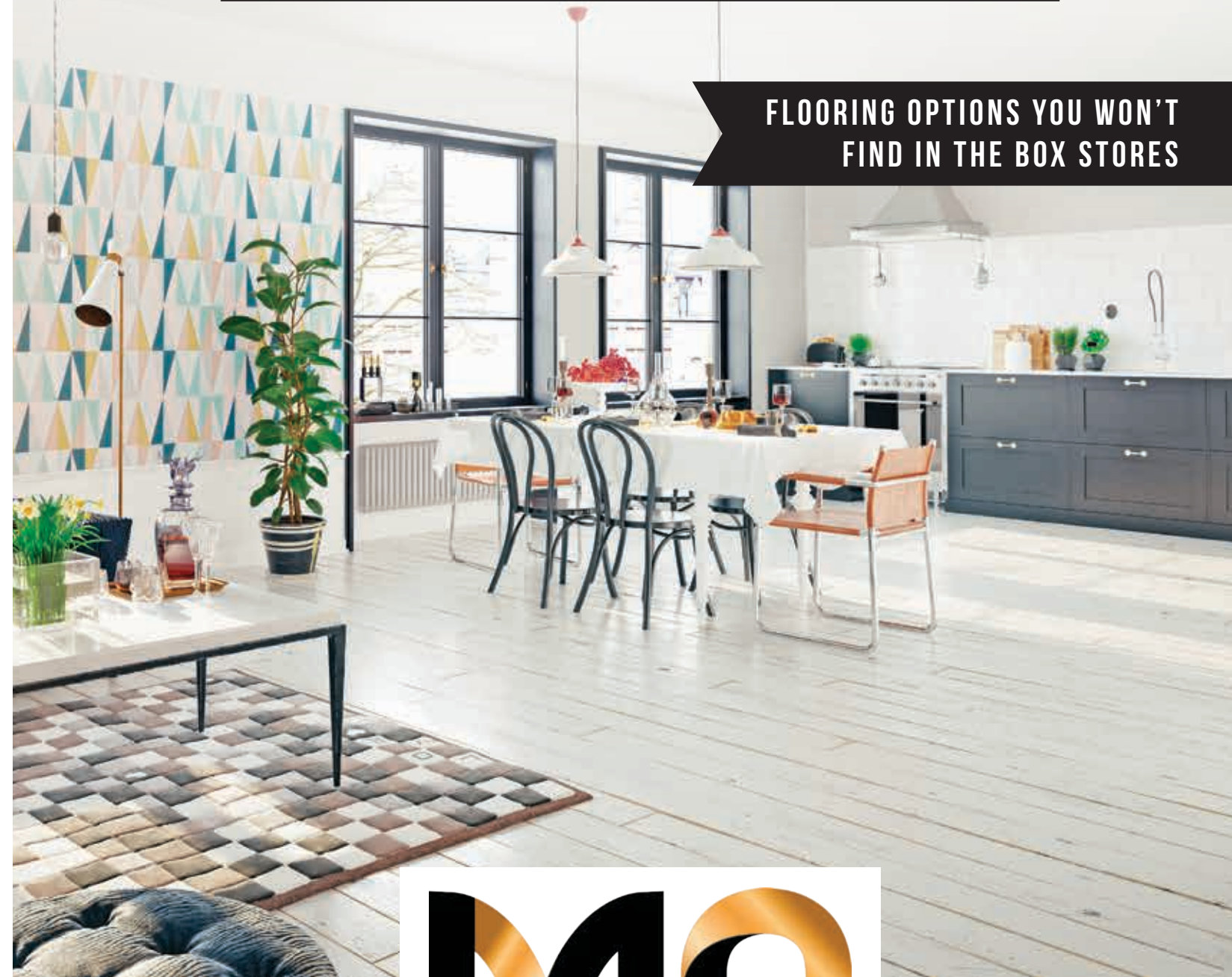
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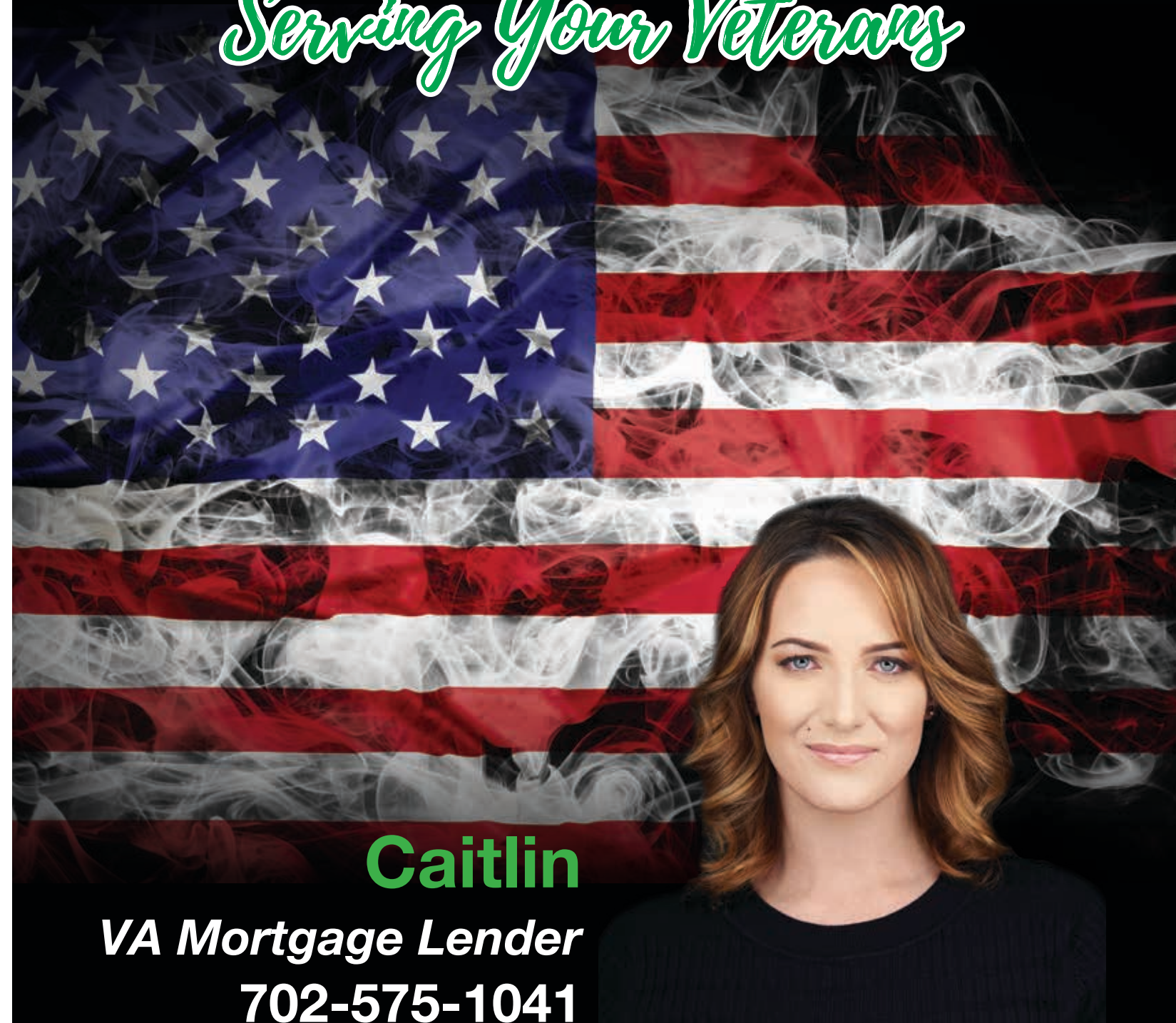
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If you are interested in contributing or nominating Realtors for certain stories, please email us at [mike.maletich@realproducersmag.com](mailto:mike.maletich@realproducersmag.com)

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# 2021

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29,563  
  
TOTAL TRANSACTIONS

\$15,004,291,782  
SALES VOLUME

15,471  
 LISTING SIDE  
TRANSACTIONS

12,977  
 BUYING SIDE  
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\$30.009  
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60  
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# Avi DAN-GOOR

**RIGHT PLACE. RIGHT MINDSET.**

► cover agent

Written by **Dave Danielson**  
Photography by **Chernogorov Photography**

...





• • • **Our existence on the planet is wondrous. Think about all of the opportunities that are stretched out in front of us. Each day, it's up to us to make the choices and take the steps that will shape the next chapters of our lives. Sure, there are opportunities that are special and rare that stand out along the way. But so much of our success in life is dependent on our ability to recognize those opportunities when they come along. That's the first step. What happens next is pivotal. It's in those moments that we have to decide if we want to capitalize on the opportunities placed in front of us, or do we choose to take a different path forward instead.**

One of the local leaders in real estate who epitomizes that truth is Avi Dan-Goor.

Avi serves as a leading Sales Executive and REALTOR® with Douglas Elliman Real Estate (which just opened last month in Las Vegas and Avi was their debut agent in the city). In turn, his efforts have placed him squarely among the top one percent of REALTORS® nationwide. He recalls how opportunity came his way at a very young age.

"One of the really big moments in life for me was when I moved to the United States from Israel," he remembers. "I was just 18 years old at the time. It was a huge milestone for me to make that move, and it was a path that I was super excited to take." Through that experience and growing up at home in Israel, Avi had gained an appreciation for real estate.

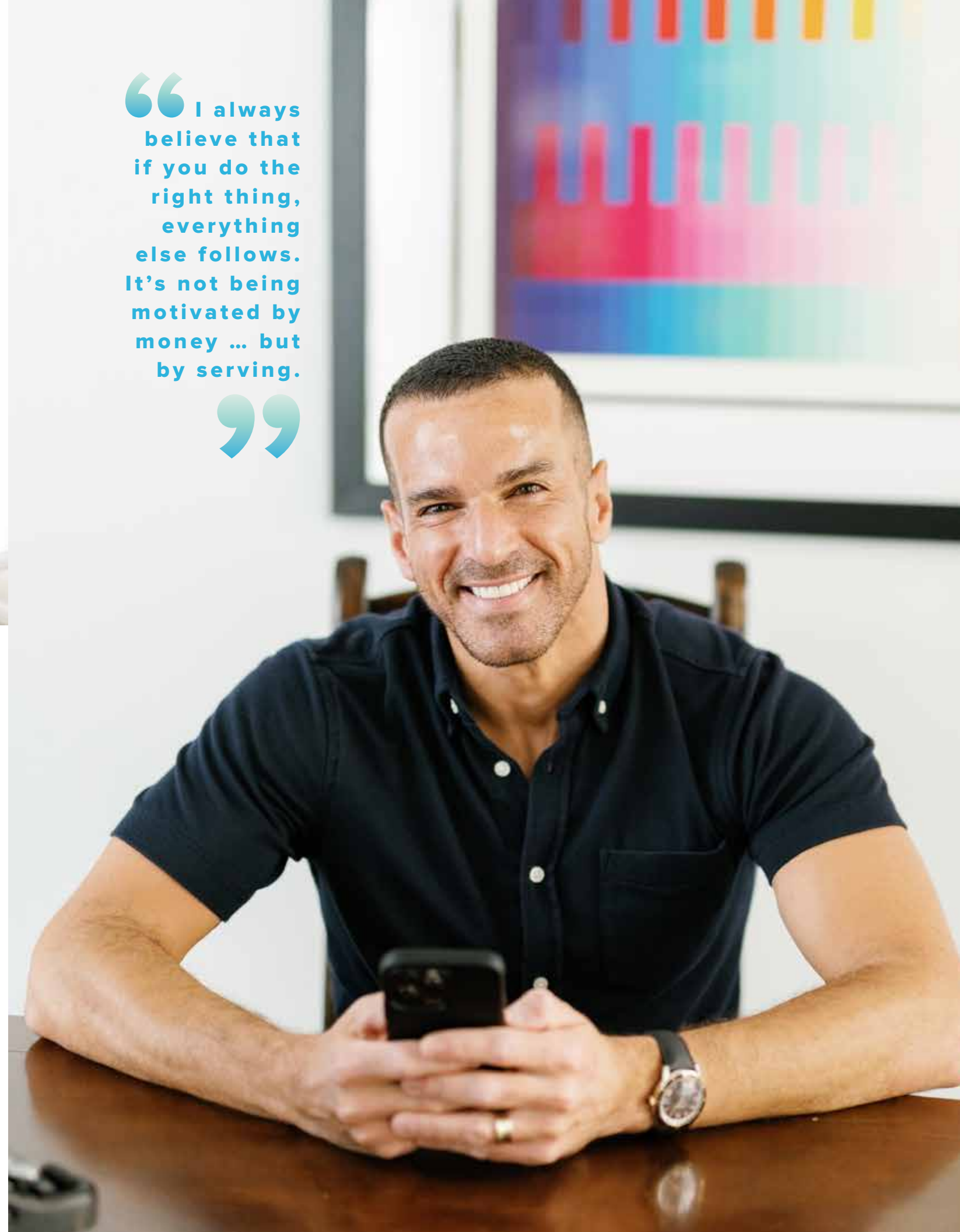
He recalls several of his family members working in the business and trying to convince him to join. But Avi had his sights set on a different path ... earning a degree in Hospitality. So, he pursued that dream and followed that direction. And it's a good thing he did, because that path would open doors for his future.

"It was 2005, at a private event. During which, I met the woman who was a top agent in the city at the time, the late Florence Shapiro. She would eventually become my mentor," Avi remembers with a smile. "I was 23 at the time. She said, 'When you get licensed, call me.'" That's when the wheels in Avi's mind started turning, because he knew the situation was set to lead to great things.

"It had just been a social interaction at an event where I had been a server. A year later I started the process of

• • •

“ I always believe that if you do the right thing, everything else follows. It's not being motivated by money ... but by serving. ”





...

getting my license and went to talk with her,” Avi says. “She remembered who I was, and she offered to hire me on the spot. I wasn’t licensed yet, but I signed on to work on her team. It ended up being the single best decision I’ve made in real estate.”

By 2006, Avi had earned his license and continued to gain ground and momentum in the business. Today, his lofty results are undeniable. In fact, in 2021, he recorded just under \$45 million in sales volume. The spark for his achievements comes through the interactions he has every day.

“I love the people I get to meet through this business. That’s what we’re in the business to take care of,” he says. “It’s so interesting to me. Through my work in this industry, I’ve had the chance to meet the best people. In turn, they have become my friends and almost like family. It’s very rewarding.”

Away from work, Avi’s world is made richer by time spent with his husband, Tom. Together, they have a passion for traveling, making their way to new places, and exploring other cultures and ways of living.

In addition, Avi has a big place in his heart for giving back to the community. For the past 13 years, he has been involved in supporting Candlelighters Childhood Cancer Foundation of Nevada. As part of that, he has served as a member of that group’s Board of Directors for the past seven years.

One thing is for certain when you talk with Avi. Instantly you feel his

genuine nature and the care he has for the world around him. “Sometimes my delivery can come across a little aggressive. But my intentions toward people are always good,” Avi says with a smile. “Doing the right thing is the most important thing in the business. I always believe that if you do the right thing, everything else follows. It’s not being motivated by money ... but by serving.”

Avi is a prime example of the power of using every opportunity to make an impact ... to help others move forward in life with the right mindset.





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▶▶ meet our partner

Written by Dave Danielson

# RYAN ROBSON

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Easing Your Role

...



...

***The way ahead in this business isn't something that comes without effort. There are countless moving parts and plates to keep in the air, as you satisfy your clients' needs and navigate a changing market. That's why it means so much to have a partner on your side who shares that same mindset. Which is exactly what you get when you work with Rocket Lister.***

Ryan Robson, owner of Rocket Lister, has seen his business become a growing power in the real estate photography industry over the past eight years. REALTORS® across the region who work with Ryan and his team appreciate the company's big-picture focus on quality and easing their role.

"We offer unlimited photos, sign/lockbox storage and installation, as well as writing the MLS description and inputting the MLS entry. Plus, we also offer marketing fliers for REALTORS®," Ryan explains. "I enjoyed offloading those things when I owned a brokerage, and now I have the ability to serve agents in those ways."

Ryan's mission is to help agents streamline their business so they can focus on higher-level income-earning activities that spring out of his own experiences as a serial entrepreneur, having owned seven different businesses. One of which was a highly successful brokerage. "I come from a real estate background. I owned a brokerage and we did 1,500 transactions over 10 years," Ryan explains. "In time, I made the decision to sell that brokerage. I purchased Rocket Lister as a way to serve agents and to help them scale and grow what they're doing."

The volume of Rocket Lister's work has grown impressively since opening its doors. In fact, the company photographs more than 47,000 listings every year, with an expanding network of more than 60 full-time photographers. But Rocket Lister only recently opened in the Las Vegas area six months ago and they focus on an area within a 90-minute drive surrounding Las Vegas. Those who work with Rocket Lister are able to free up their time and avoid the frustrations of working with multiple vendors and coming up with those pesky MLS descriptions. They appreciate the turn-key approach and level of service they receive.

"It's easy to put the ball in motion. The process of working with us is easy by design. Just go to the website, register an account, place an order, we will pick up your inventory for free, and we'll get to work," Ryan says. "What sets us apart is that we do what we say we are going to do, and if we *do* mess up, we fix it without any hassle. Plus, if we shoot your photos at 6 p.m. on a Wednesday, you will have your MLS entries and fully edited images by 9 a.m. the next morning in your inbox. Our goal is to be hassle-free and to save you time."



Away from work, Ryan leads a fulfilling life with his family, including his wife and three children who are very involved with club soccer and gymnastics. In his free time, Ryan also enjoys playing pickleball.

The future promises more steps ahead at Rocket Lister. In the meantime, you can put the power of this industrious resource to work for yourself ... in the process saving yourself time ... while you have head-turning quality to your listings.

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# jonathan CHAO

ELEVATING THE EXPERIENCE ...





...

**J**onathan Chao represents the outcomes that are possible through careful planning, a thirst for learning, and a commitment to being his best.

As Owner and Founder of Chao Real Estate and Broker Associate with Las Vegas Sotheby's International Realty, Jonathan has built a strong reputation for reaching results and elevating the experience for his clients. "If you ask what I love about real estate, I love the fact that it's more than just a roof over someone's head, it's the opportunity it gives a person to build massive wealth... seeing people progressing from when we got their first property and then seeing them grow their wealth," Jonathan emphasizes. "It fascinates me how much wealth a person can build by owning real estate."

Jonathan graduated from UNLV, where he earned a bachelor's degree in Hospitality Management. From there, he went to work at the Four Seasons as a front desk agent and managed to work his way up the ladder to both manager and director roles. Along the way, he mastered positions in various Four Seasons locations.

After beginning his career in Las Vegas, he went on to places like Colorado, Washington, D.C., and the Big Island in Hawaii where he worked at the number-one resort in the United States. "Through that position, I got to rub shoulders with people who are

among the top one percent of earners in the world. In the process, I noticed that the common denominator was that their wealth had been generated by being involved with some type of real estate background," Jonathan remembers. "I had a great resort and company to work for, but I wanted to



be the one receiving the exceptional service at the Four Seasons, not just providing them."

Jonathan had pursued his real estate license when he first lived in Las Vegas, then put it off. In time, he realized he was at a pivotal crossroads in his life and career. He made a bold decision. "I thought this was my opportunity to take a leap of faith and start over. I had been with Four Seasons for nearly 10 years. I had decided to turn to the next chapter, sold everything I owned in Hawaii, packed up my whole life into seven bags, and moved back to Las Vegas with my now-wife," Jonathan recalls.

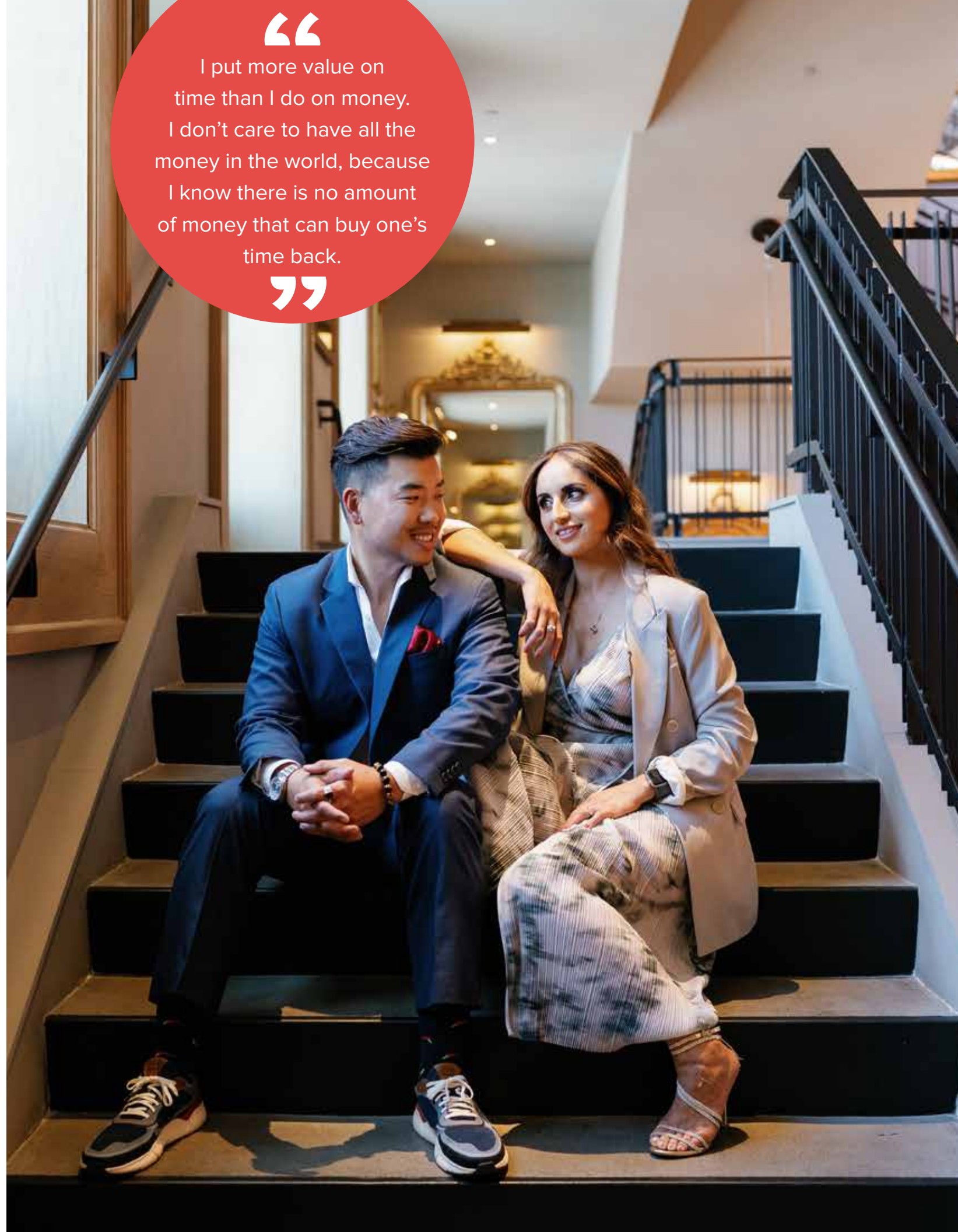
Today, Jonathan has his own team with his partner and wife, Ivette, and their Assistant, Veronica. As he says, "The way we are structured is what we intended ... to keep a small team and an emphasis

...

“

I put more value on time than I do on money. I don't care to have all the money in the world, because I know there is no amount of money that can buy one's time back.

”





...

on quality over quantity.” Much like his passion to keep the team intimate and personable, family is at the heart of life for Jonathan and Ivette. They treasure time with their two sons, Oliver and Leonardo.

Jonathan was born and raised in Taiwan and lived there for half of his life before moving to the U.S. His time there has benefited him the privilege to speak, write, and read both Chinese and Mandarin. “My wife is from Mexico where she was born and raised. She is fluent in Spanish. So our kids are learning Chinese and will pick up Spanish,” Jonathan points out. “That’s a big part of our foundation and our business. We are very diverse. So we have the ability to put our listings in front of a broader audience.”

In his free time, Jonathan and Ivette enjoy time with their chocolate Labrador, Kona, and look forward to taking getaways together to intriguing destinations around the world. In addition, Jonathan is a dedicated automobile enthusiast. “I love being around cars, and enjoy driving and collecting them,” he says. “I also love mountain biking. When I moved back from Hawaii, my mountain bike was one of the things I brought back with me. I am an adrenaline junkie. I like speed and pushing the limit.”

When it comes to giving back, however, Jonathan supports organizations that help animals, including NSPCA and All Friends Animal Sanctuary. He also supports the DARE school initiative that provides children with positive after-school care and guidance. Another organization that has a big place in Jonathan’s heart is the Nevada Burn Foundation.

With a strong drive to make a difference and an infectious charisma, Jonathan has a knack for quickly building relationships with others. “I put more value on time than I do on money,” Jonathan admits. “I don’t care to have all the money in the world, because I know there is no amount of money that can buy one’s time back.”





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# Jennifer Minucci & Yvonne Angarola

BETTER TOGETHER



► teambuilder  
Photography by Chernogorov Photography

**If you love your work ... if you really enjoy it ... you are already a success. In addition, if you find a partner, that perfect person who shares your same natural synergy – you are destined for greatness. That is the kind of chemistry between Yvonne Angarola and Jennifer Minucci.**

As REALTORS® with Berkshire Hathaway HomeServices, Jennifer and Yvonne are two self-made leading ladies. Directly after joining forces, they became the first and only top 10 ranking team managed by women within their company statewide. When arranging all the elements to embark on a remarkable journey to help those around them, both came to realize that they are an incredible team.

“We see our clients’ needs from the inside out — internal and external. Not as someone to satisfy, but more simply as people. Real people with

real needs. In time, the sense of trust in which they derive from us is equal to fulfillment, the purpose we gain from the ability to procure that level of care and service,” Jennifer emphasizes. “Through constant contact we build lifelong relationships with our clients. We become their forever agent; the agent they always think about for all their real estate needs.”

Yvonne earned her real estate license in 2002. Prior to that, she earned her degree at UNLV in Hotel and Restaurant Management. Working in catering for the Ritz Carlton and Marriott, Yvonne learned the importance of service, attention to detail, and following up with clients. Planning a big event, such as a wedding, is an exciting life occasion, as is buying a home, so it was a perfect fit. When Yvonne’s children were young, she was a substitute teacher, a Girl Scout leader, and volunteered

as PTA President. Yvonne has also had a passion for volunteering. Now that her children are grown, she is President of a 501c3 for Hope and Care Outreach.

Yvonne and her family sponsor an orphanage for 62 children, assist with operating a school pre-K to 12, build hand pump wells for clean drinking water, assist with animal husbandry and farming, and also started a medical clinic together with Jennifer. They’re currently focusing on an area outside of Monrovia Liberia in West Africa and working on a second orphanage in an outlying area.

Jennifer’s real estate adventure began in 2003 and is rooted in property management. “My career materialized by complete accident. While attending UNLV, I lived in an apartment complex in Las Vegas. My very first place after moving away from home in





Chicago. The apartment complex was family owned. I would use the complex's gym often and got to know the owners in passing. One day I walked into the office, and they bluntly offered me a job as a leasing agent. I was 19 and had no idea what I wanted to do with my life; yet I was extremely excited by the allure of the sign-on bonuses included in the position. And so it began," Jennifer recalls.

"In the decade to follow," she continues. "I expanded into several facets of the residential industry, such as community management throughout the Southwest, and I worked with a hedge fund that renovated distressed and foreclosed properties purchased at auction. Through that experience, I had the opportunity to work with other agents and realized the benefits of being your own business owner. I started taking classes immediately

after that realization and secured my license in 2014."

Jennifer met Yvonne at a family social gathering. Both were working as agents at Berkshire Hathaway HomeServices, just at different office locations. As Yvonne recalls, "We were invited to a small party. She had just joined Berkshire. We talked, got to know each other, and kept in contact over the next two years. In 2016, Jennifer decided to join my team."

Fast forward to 2021, Yvonne and Jennifer formed the Angarola Minucci Group and lead a team of six well-rounded professionals.

Both Yvonne and Jennifer have worked diligently through time to build remarkable careers. They are among the top one percent of agents across Las Vegas. In addition, each of them

also rank among the top 250 agents individually within the Las Vegas REALTORS® MLS. A bond that continues to grow and flourish with time.

Outside of the office, Jennifer has a love of travel and volunteering. She works with Project Bamboo and has taken part in VolunTourism missions and spent three weeks in Thailand in 2018 rebuilding an elephant sanctuary.

When you talk with Yvonne and Jennifer, it's clear to see why they have been successful and are growing a thriving team. "We definitely pride ourselves on offering concierge-style service. We like to educate people with trusts, wills, and inform them on various aspects of the business ... looking out for our clients' best interests," Yvonne says. "We try to help people with all facets of their lives. We are definitely a resource for them in many different ways."

“

Through constant contact we build lifelong relationships with our clients. We become their **FOREVER AGENT.**

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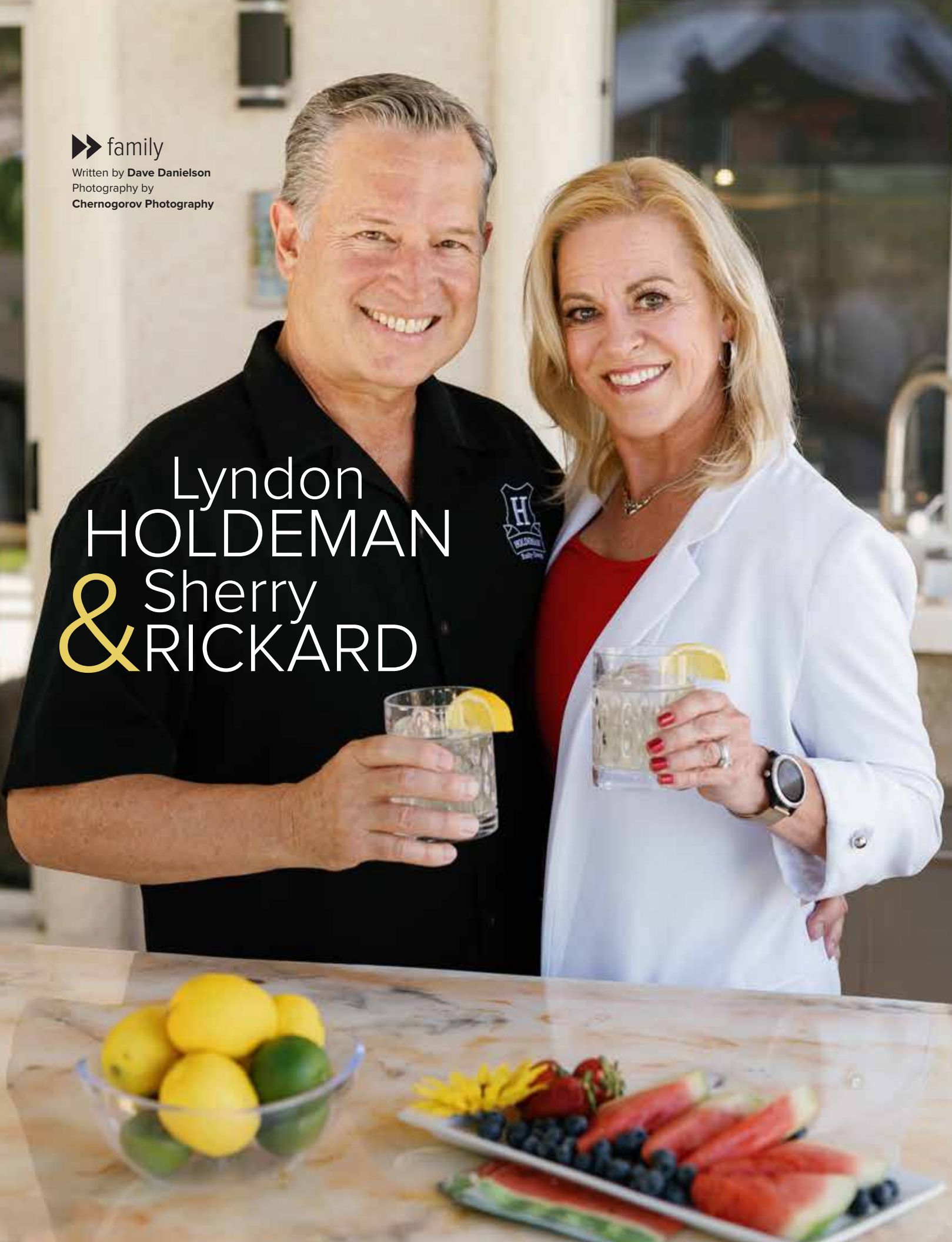
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▶▶ family  
Written by Dave Danielson  
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# Lyndon HOLDEMAN & Sherry RICKARD



**SPARKING SUCCESS**





• • • **Like an electrical connection that produces a literal spark when a circuit is completed, there are bonds between people that create a spark of something special, as well. That's the dynamic energy at work with the husband-and-wife team of Lyndon Holdeman and Sherry Rickard.**

As leaders of the Holdeman Realty Group with KW Realty Southwest, Lyndon and Sherry make good things happen together for clients across the region. Lyndon serves as CEO and Team Leader, and Sherry is COO and the Lead Buyer's Agent.

In addition to listing and selling homes for their residential clients, Lyndon spends part of his time working with investors and commercial clients. "I love helping people with real estate investing. For most of my career, about half of my business has been tied to real estate

investors," Lyndon explains. "Real estate is one of the best things to invest in long-term. That's why I live and teach it. I just enjoy working with people ... helping people find where they want to focus in investing and to be profitable in real estate, while making it as smooth and painless as possible."

While Lyndon is passionate and focused on investments and teaching, Sherry finds great fulfillment in working

with area Veterans and first-time home buyers. "It's a wonderful feeling being able to take the people we have the chance to work with through the process and make them feel comfortable and educated," Sherry emphasizes.

Lyndon was born and raised as a Mennonite, growing up on a dairy farm in Georgia. "I grew up and left home at age

• • •

“WE CARE ABOUT OUR CLIENTS FIRST ABOVE ALL ELSE.”







18. When I was 20, I joined the U.S. Navy, which took me to San Diego for most of my time in the Navy,” he recalls. “From there, I stayed in San Diego and built a financial services business for the next nine years. I was President of the financial services company, and my brother was COO and ran the operations side. I oversaw the marketing, and trained and managed our sales team. Then I moved to Las Vegas in 2002 to begin my real estate career. When I got into real estate, my background really helped me and I had a fast start.”

Sherry grew up in San Diego as a national, competitive gymnast. As she came of age, she earned a degree in Landscape Architecture. After her collegiate career, she worked in outside sales roles. In 2003, she moved to Las Vegas, became involved in politics and ran several statewide campaigns, and coordinated volunteer grassroots precinct teams. “In time, I went through a divorce and was trying to figure out which direction I

wanted to take next with my career,” Sherry remembers. “Lyndon and I met and started dating. One day he said, ‘I’m swamped and I need a buyer’s agent.’ So I enrolled in school the next day, got my license and joined him in the business.”

The success they have built has been impressive. Along the way, they are fueled by the passion and energy they have for what they do ... and the fact that they get to do it together. They are also quick to praise the members of their team, including their Office Manager, Cathy, who has been part of the team for over four years, as well as their Transaction Coordinator, Arianni.

Away from real estate, Lyndon and Sherry have a range of active and relaxing interests. After years of turning down invitations to “go golfing,” Lyndon is finally taking golf lessons and is enjoying playing a round every now and then. He is also a huge University of Georgia fan who loves following the Bulldogs each year. In

fact, he and Sherry sponsor University of Georgia watch parties locally. Additionally, they have a passion for travel, cooking and entertaining, spending time with friends, and exploring the outdoors through a multitude of activities, with golf and hiking being among their favorites.

They are both involved with, and contribute to, multiple community organizations as well. Lyndon is a Rotarian and President of his local Rotary club. In the meantime, Sherry is on the board for her local chapter of the Daughters of the American Revolution. She also has a big place in her heart for supporting veterans.

A big point of pride for Lyndon and Sherry is the bond they build with their clients ... a consultative approach on building a relationship on trust. “We care about our clients first above all else,” Lyndon says with a smile. “We want them to have a great experience and feel good about the way we communicate in a timely manner, they know what to expect from the process, and know we care about them and their experience. We love what we do.”

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# PEGGY JANE *Collura*

NURTURING BONDS



REALTOR® on the rise ◀◀

Written by **Dave Danielson**  
Photography by **Chernogorov Photography**



The seeds you plant with your clients today have the potential to be strong, thriving, and long-lasting relationships that stretch far into the future. The chances for that happening consistently come down to the way you care for those bonds. That's an area where Peggy Collura excels.

As a REALTOR® with Realty Executives of Southern Nevada, Peggy relishes the relationships and bonds that she builds over time with her clients. In the process, she does whatever she can to nurture those bonds. “I love meeting people, including out-of-state people who are moving here. It’s fun for me to start the whole process with them,” Peggy says. “I have teaching in my background, and so I enjoy educating them from start to finish. I take pride in nurturing my clients and they become my friends for the long run.” A prime example of Peggy’s dedication and personal touch is that she doesn’t use a CRM to communicate with her clients for holidays or birthdays — she does so through good old-fashioned personal texts, calls, and emails.

Peggy grew up in Kansas City, MO, with two older sisters. Throughout high school she became an accomplished volleyball player and earned a spot on a Division I team at Bradley University. While raising four small

children, Peggy became very successful in the gaming industry. “I was in the gaming business for 25+ years — starting out as a dealer on a riverboat in Kansas City and then working my way up to casino management in table games,” Peggy recalls. “Then I moved to Las Vegas to open the Wynn Casino in 2005. My now-husband and I both applied and got the job, so I moved out here, got married, and worked there for over 10 years.”

After gaming life, Peggy worked in education, serving as a substitute teacher at her son’s school. Through that process, she talked with a friend, Huey Nguyen, who had gotten into real estate and raved about the experience. As Peggy thought about it, something clicked. She dove in, completed her classes and earned her license quickly in June 2017.

In August of 2020, Peggy started her own team, The Collura Group. “At the time I brought my sister, Susan Baze, on as an agent and my TC, and Jodi Sheley, who I met doing a transaction and I knew she would be a good fit on my team. I added Chelsea Atwell to my

team in the spring of 2021. She was laid off due to Covid and decided to get her license,” Peggy says. “She and her husband, Nick, were my first buyers to close on their new home in 2020.”

“Nikki Christman, who is a friend and fellow baseball-mom, decided to get her license and joined the team in December of 2021. Lastly is Jessica O’Connor who also was a previous client of mine. I helped her and her husband, Andrew, purchase their first home in December of 2020. She was a stay-at-home mom and got her license and joined the team in February of 2022.”

Peggy beams with pride when she talks about her team and the way they care for and nurture their clients. “My team is made up of all strong power moms that are all working hard for their families. It could have been much easier to find seasoned agents to join my team, but it is much more rewarding mentoring new agents and teaching the necessary skills to be a successful agent but still balancing family at the same time,” Peggy says. “Having an awesome team allows ...



...

me time to travel to watch my son, Macen, play competitive 14u baseball all over the country.”

“I am very detail-oriented, and I teach my girls from the ground up — by doing everything the right way, and the same way, with every client. We all can step in and take over and know exactly what to do, because we handle all files and clients the same.”

The results of Peggy’s efforts have been rewarding. In fact, in 2021, she individually produced over \$25 million in sales volume. But away from work, Peggy’s life is made richer by her family, including her husband of 15 years, Vincent Collura, who works as Vice President of Casino Operations at Westgate, along with her children; Madison Zornes-Vela, Matthew Zornes, Mallory Woodridge, Macen Collura, and McClain Zornes who passed away.

“In addition, my 81-year-old mom lives with us, so I can care for her. She often

rides with me to showings and really enjoys that,” Peggy smiles “She was an agent back in Kansas City, MO, in the 1980s.” Peggy also cherishes time with her eight grandchildren (four girls and four boys).

In her free time, Peggy is a big Kansas City Chiefs fan who enjoys cooking, gardening and playing volleyball. She and her family also enjoy swimming, corn hole, and putt-putt golf in her backyard. When it comes to giving back, Peggy is looking forward to supporting Three Square, a group that provides food for students after school and on weekends.

“I AM VERY DETAIL-ORIENTED, AND I TEACH MY GIRLS FROM THE GROUND UP — BY DOING EVERYTHING THE RIGHT WAY, AND THE SAME WAY, WITH EVERY CLIENT.”







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