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# COLTYN

# SIMMONS

## genuine giving



Written by **Dave Danielson**  
Edited by **Kendra Woodward**  
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“

**My focus is on making people around me better, whether it be my agents or my family. I always want to give a part of myself to make the situation better.**

JK

...



*In a world that is too often crowded with cold, self-serving interests, it's refreshing when you meet someone like Coltyn Simmons, who leaves those around him better off for having known him.*

Coltyn is the broker and owner at Custom Fit Real Estate and is fueled by a spirit of genuine giving. "My focus is on making people around me better, whether it be my agents or my family. I always want to give a part of myself to make the situation better," Coltyn emphasizes. "The ultimate goal of what I want people to say about me is 'Coltyn made me a better person through his efforts, love, and care.'"

That kind of caring was exemplified for Coltyn by his parents. His father was a Las Vegas contractor, while his mother worked for a local school district before entering real estate herself as a licensed agent. "I had both the construction side and the real estate side as examples for as long as I can remember," he says. As he came of age, Coltyn set his sights on either being a professional baseball player or a real estate developer.

His baseball dreams came to fruition first. In fact, during his senior year in high school, he was drafted and ended up playing for five years as part of the Tampa Bay Rays organization. While he enjoyed the experience, he also looked ahead to his next profession after his playing days were over. "I realized the schedule of a professional baseball player was not ideal for future business growth and having a family. I had two kids and was married, and it was difficult on our family. So I gave up on the baseball dream and focused on real estate and construction," Coltyn recalls.

He continues, "I worked for a couple of general contractors and eventually got my own general contractor's license. In the process, I also got my real estate license, focusing on both sides of the business. That's how I started off ... bringing value through my knowledge and experience in construction, as well as traditional real estate."

In 2013, Coltyn went to work for Keller Williams Southern Nevada. In time, he started to grow what now is the Custom Fit Real Estate Group, which was his personal real estate team under the KW umbrella. "From there, I focused on growing the team and finding ways to bring value to our clients with construction and a program called the Update Before You Sell program, which became very popular," he explains. "As part of



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“

**It's fulfilling helping a client purchase a home, and then immediately after being able to help them with the construction side as well.**

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...

that program, we go in before we list a property and do updates ranging from a coat of paint to a full remodel. We cover the costs for those updates in-house to get sellers a maximum return. Plus, it also allows us to sell a better, more marketable property.”

By 2019 Coltyn's team had about 20 members, and success started building on itself. In 2021, his team of 17 produced 218 transactions. Then, in 2021, Coltyn took the next step forward and started his own brokerage — Custom Fit Real Estate. “We look at ways to bring value to our clients. Without that, we feel like traditional real estate will be extinct. You have to be able to provide an extensive amount of value — through title, lending, and insurance — creating a one-stop shop for everything that is associated with real property,” Coltyn explains. “Not only will that benefit each of our clients because of our expertise, but it will also benefit our agents who sell one product but get compensated in a number of ways. In that way, we help our agents make more while still providing added value to our clients.”

Coltyn has a passion for putting his experience to work to give his clients an overarching advantage. “One of my favorite parts is navigating a transaction for my clients and knowing that, with my experience and expertise, I’m giving them the best kind of service and considering all angles of the transaction,” he says. “Having that added knowledge helps in issues with the foundation, utilities, and other aspects of the property. While searching for the most important and expensive asset you will ever purchase, it’s nice to have the real estate professional and the real estate construction professional on your side, so you know you’re not buying a lemon.”

Beyond his brokerage and construction business, Coltyn has added pool, lending, and marketing components to

the mix of what he provides to clients. “It's fulfilling helping a client purchase a home, and then immediately after being able to help them with the construction side as well. Making their new home into their dream home by updating and adding a pool and doing other things through Custom Fit companies has been a game changer for us,” Coltyn points out.

“I really enjoy that before-and-after picture and the excitement for clients. I like giving my agents access to different options to provide to their clients. At our firm, they can coordinate a custom fit remodel or a new build or help clients get a new rate and refinance on the lending side of things. So they get a real estate commission and then a commission from construction.”

At home, Coltyn's love for his family drives his efforts. He cherishes time with his wife, Mindy, and their six children. The family faced a hurdle in 2021 when Mindy was diagnosed with breast cancer. As he explains, “There was some trial by fire through that, and we have learned a lot. She is doing well today. That experience really made me think about the importance of making sure that we create time for our family.”

Coltyn's favorites for family time include riding bicycles together and going out to enjoy a nice dinner with them. He also has the drive to give back and make a difference. In fact, each open house that his firm holds is tied to a charitable organization involving a veteran's cause or a group that fights children's cancer and abuse.

With a straightforward, caring style, and a drive to grow continually, Coltyn Simmons puts himself second to those around him. In fact, it's safe to say that those who know Coltyn understand what genuine giving looks like.



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# Tamar GUZMAN

POINTING TOWARD WHAT'S POSSIBLE



► REALTOR® on the rise

Written by **Dave Danielson**  
Edited by **Kendra Woodward**  
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Photographed at **The Neon Museum**

***On an ongoing basis, you help your clients go beyond what they thought they could do. They get an advantage through their transactions because they have your experience, expertise, and solid advice that they can lean on as they contemplate their next moves in life. That's why it means so much to have forward-thinking people like Tamar Guzman on the front lines of real estate.***

As a REALTOR® with Winning Realty in Henderson, Tamar opens the door for her clients — in turn, pointing toward what's possible for them. "I love the whole process — going out and showing homes and finding the right house for buyers," she says with a smile. "I like the challenge, and there are plenty of those in this business. I've always been the type to do better when under pressure; remember, diamonds are created under pressure, so I guess it's my time to shine." Tamar admits her favorite part of real estate is seeing firsthand the wealth that can be created as well as helping families grow.

Tamar grew up in a small town near Pasadena, California, where she received an early education in real estate and helped her family manage both residential and commercial real estate at a young age. She's also a first-generation Armenian American, as her great-grandparents were direct descendants of the Armenian genocide. She explains how her grandfather, Noubar, would tell her stories of the adversities they faced growing up and taught her about life lessons, which she uses as a moral compass today "my work ethic comes from him," she admits proudly.

It was in 2014 when Tamar moved to Las Vegas with her husband, Eric, on military orders at the time. "When I initially moved here, I had no idea what it had in store; we had a son on the way, and I was ready to be a mom," Tamar remembers. During her pregnancy, she decided to go back to school and finish her degree in psychology, which she completed at UNLV. "Once I completed my degree, I decided to go back to pursue my real passion, which was always real estate." With a background in Marketing/Management and Psychology, Tamar had all of the ingredients needed to become the rockstar REALTOR® that she is.

Shortly after obtaining her license, Eric received military orders to move to South Korea for a year. "I was essentially a single mom with two boys right before the pandemic," Tamar remembers. "There was so much uncertainty and what I thought was going to be the most difficult year of my life, but it turned out to be one of the most rewarding because my career went to the next level."

...



“  
I LIKE THE CHALLENGE, AND THERE ARE PLENTY OF THOSE IN THIS BUSINESS. I’VE ALWAYS BEEN THE TYPE TO DO BETTER WHEN UNDER PRESSURE; REMEMBER, DIAMONDS ARE CREATED UNDER PRESSURE, SO I GUESS IT’S MY TIME TO SHINE.



“  
THERE IS NO SECRET TO MY BUSINESS STRATEGY. IT’S PRETTY SIMPLE; IT’S ABOUT PROVIDING HONEST FEEDBACK AND BEING INVOLVED FROM START TO FINISH.

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Tamar continues, "There is no secret to my business strategy. It's pretty simple; it's about providing honest feedback and being involved from start to finish. The transaction doesn't end when we go under contract — it's about securing the right lender and getting the numbers aligned with what the client's needs are. It's about building relationships through the process and providing the best possible service. After all, word of mouth is considered the most effective form of advertising."

Much of Tamar's success can also be attributed to her ability to be comfortable with the uncomfortable. "Getting outside our comfort zone is hard, but it's needed every single day in our industry," she says. With an ever-changing market, one must be willing to learn every single day. That mindset has seen Tamar continuously gaining momentum throughout her real estate career. In fact, as an

individual agent, she has recorded \$24.7 million in sales volume over the past 12 months on 48 transactions.

When she's not serving the needs of her clients, Tamar treasures having time with her family — Eric and their two sons, Elijah and Noah. She says, "We definitely work hard and play hard. We take our boys everywhere; we love traveling, attending concerts, games, and playing tennis."

Faith is also a central driver for Tamar and her family in life. "That is very big for us," she admits. "We teach our boys about the importance of God and thanking Him for the countless blessings that He has given us. We put Him first in everything we do."

At the same time, Tamar puts herself in a position for blessings to come to her and her clients through her relentless, helpful efforts. When she's representing a client, she goes all in

as if it were her own transaction, "I love winning, and seeing a client win creates the utmost satisfaction and fuels me even more! I think one of the most important reasons for my success thus far has been the support of my husband. Our job takes up a lot of our time, and if it wasn't for his support, none of it would be possible."

*Congratulations to Tamar Guzman for her tireless efforts and vision ... having the foresight and ability to point those around her on toward what's possible.*



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# MICHAEL ZELINA

## ALL-IN ACHIEVER

**There's a spark where opportunity and action meet. That's the place where Michael Zelina operates — with a zest for life, a hunger to help others win, and the ability and drive to make it all happen.**

A former U.S. Marine, owner of a financial consulting firm, broker/owner of Red Luxury Real Estate, and now a global luxury real estate advisor with Las Vegas Sotheby's International Realty, Michael is a true all-in achiever.

Over the past decade, Michael has served the real estate needs of Las Vegas ... with a unique and customized approach. All while proudly providing his local and international clients with seamless and successful transactions to flourish their real estate portfolios, both domestically and abroad.

Prior to joining Las Vegas Sotheby's International Realty, Michael, along with his partner, Leah Marie Monroe, co-founded a hybrid company named Red Luxury Real Estate, Marketing & Productions. This unique and modern twist within their business model brought clients an elevated experience, allowing them to work directly with a marketing agency to package and present their home as if it was the latest sports car on the market.

Michael is also an FAA-certified commercial drone pilot and plays an intricate role as the company's Director of Videography. "What I love most about the luxury real estate sector is the strategy of creating a compelling story that captures the property's true

beauty and value, but even more so the backstory of my clients and what inspires them," he says. "The biggest fulfillment really comes from the relationships I've been able to build over the years."

One of Michael's fondest memories was working with Bravo's Million Dollar Listing Los Angeles and one of the world's top billion-dollar-producing agents, Josh Flagg. Michael and his team were chosen to create impact marketing videography for his multi-million-dollar Beverly Hills listings. Josh later shared on camera, "When it comes to capturing the essence of a property, nobody does it better than Red Luxury."

Most recently, Michael also worked with the Quixote Studios, the crew behind the Vice TV show *Most Expensivest*. Amongst other high-end products featured on the show was his favorite Blue Heron modern desert listing known as "The Aurora Estate."

Career highlights continued for Michael when his hybrid company marketed, listed, and sold the most expensive home of 2019, "The SkyFire Estate," for \$16 million in just seven days. The 21,000+-square-foot mega-mansion, located in the Spanish Hills community, served as an inspirational project for what he hints might be coming to the Vegas horizon in the near future.

► leadership

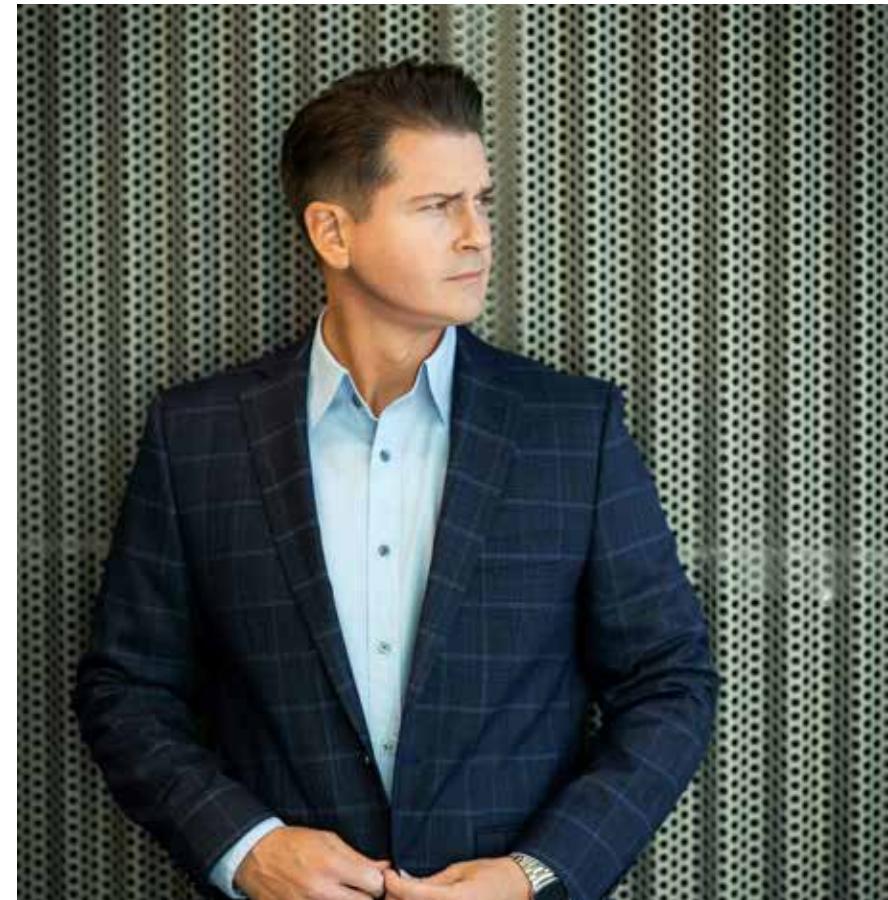
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“

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FULFILLMENT  
REALLY COMES  
FROM THE  
RELATIONSHIPS  
I'VE BEEN ABLE  
TO BUILD OVER  
THE YEARS.

”



Along with residential and commercial sales, Michael works hand-in-hand with multiple developers and investors to envision the future of Las Vegas and its ever-growing city limits. This is where Michael and his team thrive. “Our team is so amazingly talented! We all have creative design and marketing backgrounds, over 25+ years of real estate and finance knowledge, and the attention to detail for white glove/five-star client care. We have worked together for the last seven years and created a formula that will impress even the savviest developers, investors, and visionary clients. Not too many can bring those kinds of dynamics to the table and do it quite like we do,” Michael emphasizes.

Michael and his team have collaborated and created with the likes of HGTV, ABC *Extreme Makeover*, Vice TV celebrity host 2 Chainz, Daily Mail, stars of the hit show *Million Dollar Listing L.A.*, *The Wall Street Journal*, and *Nobleman Magazine*, to name a few. Brand alignment has been key to his journey and continues to be as he strategically moves onward and upward with the new leadership team at Las Vegas Sotheby’s International Real Estate.

“I love everything real estate and art — architecture, classic automobiles, historical artifacts — and the stories behind them. And now, my team can expand our passion beyond real estate into all things luxury around the world. Most importantly, providing our clients the services, resources, and exposure beyond what any other competing brokerage can offer,” Michael states.





While Michael has been afforded the experience to work within the luxury real estate industry, he truly enjoys the simplicity of small-town life and what he considers the most valuable assets — family and freedom.

Born and raised in Columbus, Ohio, Michael spent most of his childhood playing football, rebuilding anything with an engine, and spending summers at their countryside cabin with family. For Michael, it's impossible to overstate the meaning of family. "When I was 25, my father passed away unexpectedly, and I took over the family business, getting my commercial insurance license within weeks of his passing. It was a crazy time. Looking back, I had to grow up quickly to fill his shoes, learning how much he did and why he worked so hard," Michael remembers. "I'm the oldest of three siblings, and there's no way I could walk into his office daily, sit in his chair, and represent a legendary man without the driving force of family behind me."

Michael credits his mother and father for their sacrifices and the lessons they taught that still hold true today. As he explains, "While my father was a star athlete at The Ohio State University, my mom was the MVP in a league of her own. Together they taught us that loyalty, heart, and integrity are everything — which explains why I fell instantly in love with Leah. After 20 years together and multiple business ventures together, she is the heart, strength, and spirit that continues to power us through any waves of life."

At the end of the day, Michael's really just a country boy at heart. The trajectory of success that he has spearheaded with his family's strength, support, and team-driven mentality continues to skyrocket. And it's clear that the best is still to come. With a blend of humor, integrity, care, honesty, and action, Michael continues to move forward with passion as an all-in achieve



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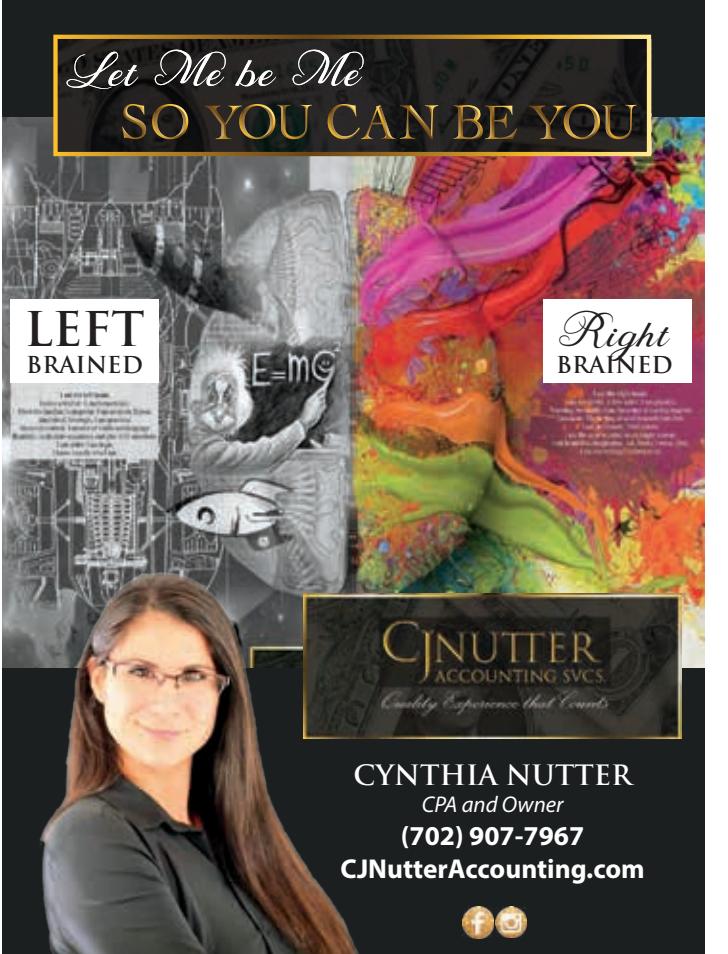
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# REALTOR COACH

## MACHAT



### REALTOR® coach

Written by **Dave Danielson** • Edited by **Kendra Woodward** • Photography by **The Social Society**

## A COACH FOR ALL SEASONS

**ONE OF THE BEST FEELINGS IN LIFE IS SEEING OTHERS REACH FURTHER THAN THEY BELIEVED WAS POSSIBLE AND KNOWING THAT YOU PLAYED A PART IN THE SUCCESS STORY. THAT'S A BIG PART OF WHAT MELISSA MACHAT DOES.**

As a REALTOR® and team leader with The Machat Group with Huntington & Ellis, Melissa provides coaching that helps people win in all seasons of life. In fact, she also offers her coaching for others formally through Re-Align Coaching and Consulting. Additionally, she produces a podcast called Purely Aligned. “I really enjoy leading, coaching, and helping other agents achieve their goals. Real estate introduced me to this personal development world and coaching,” Melissa says. “I believe that mindset is such a huge part of being an entrepreneur and being a REALTOR®. There is a high failure rate, and a lot of that is not understanding the ups and downs of real estate and running your own business.”

Melissa grew up just outside Los Angeles. As she grew, she had a strong passion for musical theater and dance. After high school, she went on to earn a Theater degree from USC. “I was hustling. L.A. was very expensive. When I was 24 years old, I had the idea to move to Las Vegas. I missed dancing and performing. It seemed like a great idea,” Melissa says. “I remember talking with my husband, who was my boyfriend at the time, and asked

him if he would consider moving. It wasn’t long before he got a job offer in Las Vegas, and we moved here without knowing anyone. As I got started, I got a job dealing blackjack. I had a rule that if I wasn’t on Broadway or on a national tour by the time I was 25, I would get a real job.”

Melissa’s boyfriend at the time bought his first home. There was something about going through that process with him that struck a chord with her. “I loved looking at houses and doing research. I thought maybe I could do real estate. I decided to get my license,” she remembers. “I worked in the casinos from 6 p.m. to 2 a.m. and continued doing both for the first six months. I was going nonstop during that time. Finally, I was able to quit the casino in October 2010. That’s when I went full-time into real estate.”

Family is at the heart of life for Melissa. She enjoys time at home with her husband and their dog. In her free time, Melissa has a passion for hiking, exploring nature, and learning, with her favorite topics being personal development, growth, and positive mindset. As she says, “I’m always consuming, learning, and growing.” Melissa also has a heart for helping, with a favorite focus being animal rescue operations, including Doberman Rescue of Nevada. Another is Smith Center and the Animal Network.

...

**“ I love being someone who inspires and helps people realize what they really want. On the coaching side of things, I know I can help agents in a really big way. That really is my focus.**



Everyone can benefit from the advice and experience of others ... the dynamic of receiving thoughtful, well-intentioned coaching. And that's exactly what Melissa delivers to people on a daily basis. "I love being someone who inspires and helps people realize what they really want. On the coaching side of things, I know I can help agents in a really big way. That really is my focus," Melissa explains. "I no longer sell real estate personally. My team handles everything for me. For a lot of agents, that is a goal to get out of production."

Through time Melissa says she has figured out how to make her business run smoothly. "I stopped selling in January 2021. It's been over a year and a half. There is this huge belief that you have to build a business to a





...

certain level to earn the right to have the life you want ... saying, 'Someday, I'll have a day off, or things will slow down.' That's not a guarantee," she says. "That's a huge part of what I teach — how to run a successful business and still have a life and space. There's a lot of guilt and shame and feeling like you aren't keeping up in this business. There's a lot of pressure. I feel like I figured out a way to undo that pressure and still reach your dreams and vision your way."

There are possibilities that lie ahead for each of us. The key is finding a way to unlock those and move our hopes to reality. Thanks to Melissa Machat, more members of the industry are realizing that dream.



“

**There's a lot of guilt and shame and feeling like you aren't keeping up in this business. There's a lot of pressure. I feel like I figured out a way to undo that pressure and still reach your dreams and vision your way.**



► event

# magazine feature CELEBRATION

As a special thanks to the agents and vendors featured in *Las Vegas Real Producers*' August-October issues, a "celebration party" is hosted to bring those features together and show off their articles in person.



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•••  
The goal of this intimate gathering is to build connections within the community of top-producing agents and vendors that help keep our magazine thriving.

Special thanks to Richmond American Homes for hosting us at a beautiful model home for lunch!

Congratulations to everyone who was featured and was able to join us. We wouldn't be what we are without you!



## Your Neighborhood Property Managers Rent It Like You Mean It

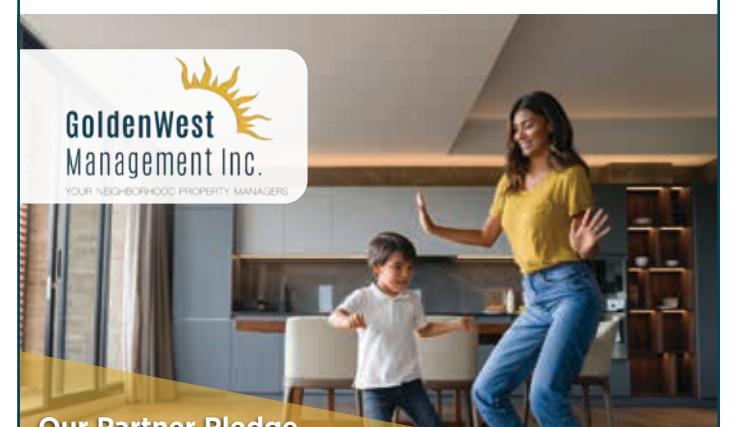


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