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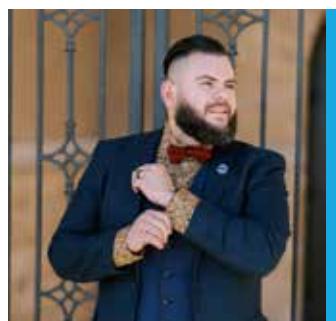
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The Value of Teamwork

"If you want to go fast, go alone. If you want to go far, go together." Realizing the truth in these words was the biggest game-changer for Nora Aguirre and her real estate business. It took her a while to trust people, especially those she deemed her competition. She couldn't believe there were people in the industry who were willing to help without anything in return.

"It really slowed my process in the beginning," Nora explains. "I also did not see the benefit of being part of a team because it meant following rules that went against the reason I got into real estate—to make easy money."

The main part of making "easy money" for Nora, besides having to take a cut in commission, was

having to fully commit to real estate and treating it like her own business. You see, Nora has an incredibly easy-going personality, which makes it difficult for her to make hard decisions, especially if they cause friction, like splitting from a partner or having to fire an employee. At the beginning of her career, this translated to her treating real estate as more of a hobby.

Nora obtained her real estate license when she was 20 years old, in 2005, while she was going to college for social work and counseling. She had completed her service in the National Guard, which she joined at age 17, and was helping her parents buy a house. Nora's parents only spoke Spanish—having come to the United States when Nora was 6 years old—and their real estate agent only spoke English, which left Nora in the middle having to translate and mediate between the two.

Sometime during the process, their real estate agent encouraged Nora to obtain her real estate license, saying since she was Hispanic, she could really be successful. "He said it was simple and offered lots of free time and that I was pretty much guaranteed success," Nora recalls.

Of course, that was far from the truth. The truth is that it took Nora years of hard work, personal and professional growth, some

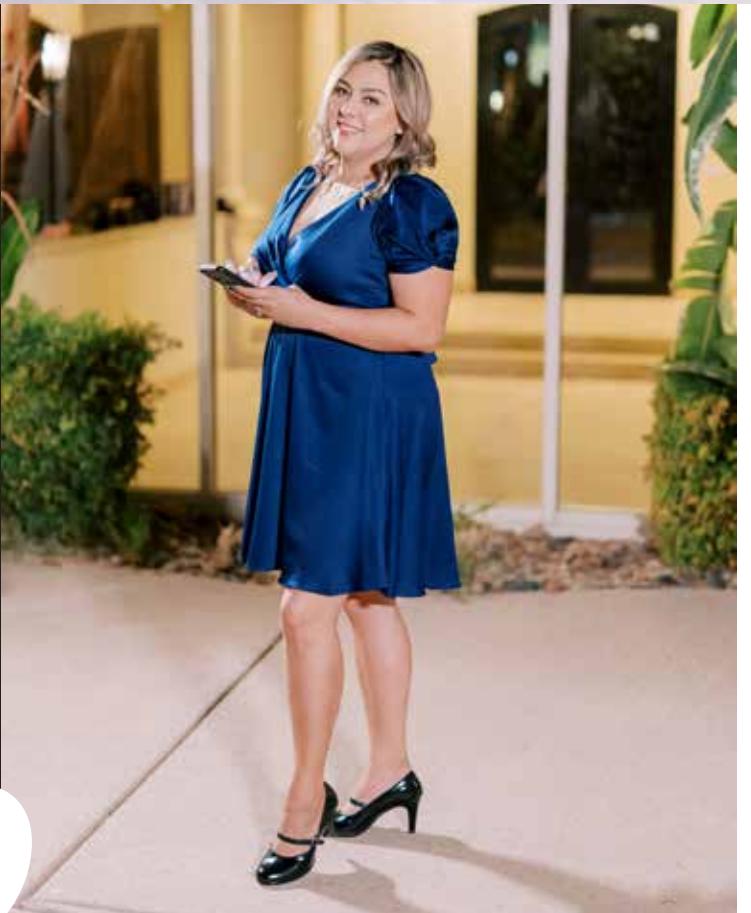


“

Juan and I have been the best and worst business partners, but the love and loyalty have always made it all work out.

I would not be where I am in my business if it was not for his fearless attitude and love for winning.

”



•••

failure, and much learning. The hardest time for Nora was during the Great Recession. She lost her home, wrecked her credit, and was still trying to “make it” in real estate. Thankfully, her parents had lived well below their means (on just \$5/hour), had saved up for emergencies, and were able to help Nora purchase a home.

“They did not think twice about helping me,” Nora says. “Another leap of faith for them was when we started our investment company and did not have much cash. They jumped in with their cash so we could begin one of our biggest businesses today.”

Things really started to change for Nora after she joined a team. She remembers being passed a client from a team leader who thought the client was a waste of time. It turned out she was just afraid of purchasing a home after what had happened with the 2008 crash, which Nora discovered in their first conversation. “After chatting with her, she grabbed my hand and said, ‘Just so you know, the only reason I am moving forward is that I can really feel you care.’ In that moment, I realized that I was doing exactly what I wanted—truly helping people in an important process,” Nora explains.

Just as important as it was for Nora to join a team and learn how to run a real estate business, was knowing when to step out on her own, to stop thinking of herself as a top producing salesperson, and to start thinking of herself as a business owner, to make the hard decision to leave and start her own team. Partnering with her brother, Juan Aguirre, definitely helped.

“Juan and I have been the best and worst business partners,” Nora laughs, “but the love and loyalty have always made it all work out. I would not be where I am in my business if it was not for his fearless attitude and love for winning.”

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Today, Nora not only runs her own team, but she also runs her own branch—Century 21 Americana—and is the founding president of the National Association of Hispanic Real Estate Professionals (NAHREP) for Greater Las Vegas. She sits on the national board of directors for NAHREP and aspires to become president someday.

Nora is currently focusing on expanding her business, as they have already extended into the Phoenix area and plan to expand into 10 more cities in the next few years. She has always focused her business on helping buyers and finds it incredibly rewarding to help those in the Hispanic community fulfill their dreams of homeownership.

When Nora is not giving her all to her business, she enjoys spending as much time with her husband, son, close friends, and family as much as possible, whether traveling, dancing, riding horses, investing in properties, or planning their next business move. And no matter what she is doing, she has learned it is much better to go as a team.

“Everything I do revolves around a team – a team in my business and a team at home,” Nora says. “The skills I’ve learned to have the business I do today, I learned by being on a team. When you work with someone to build their dreams, I promise, when it is time for you to build your dreams, you will have plenty of hands who are willing to help.”



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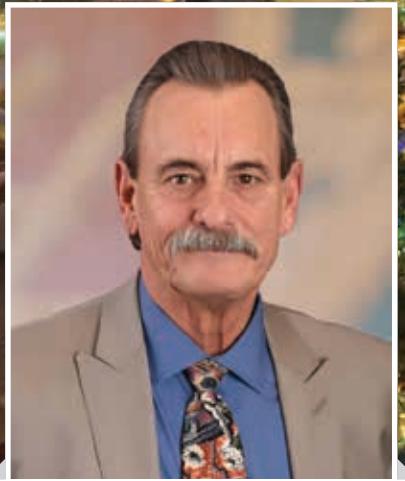
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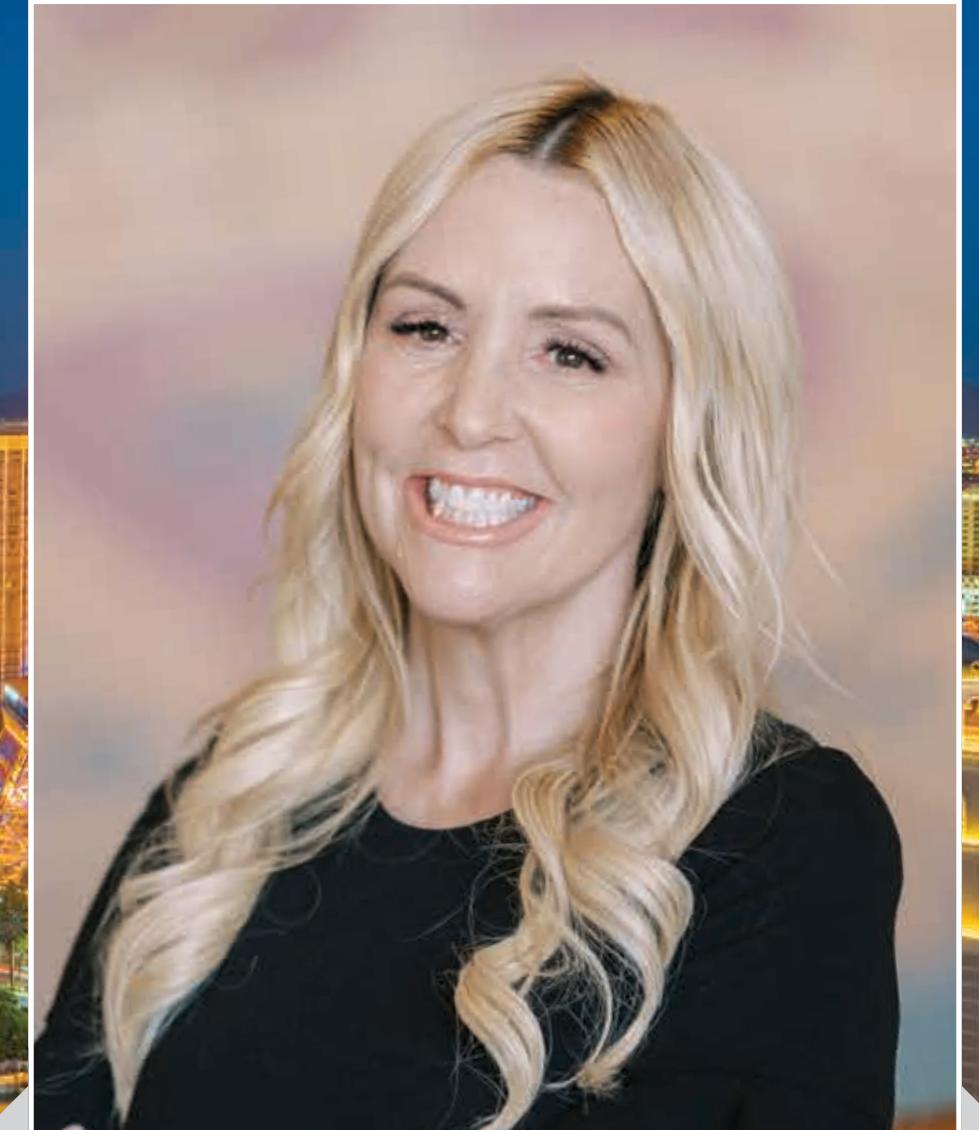
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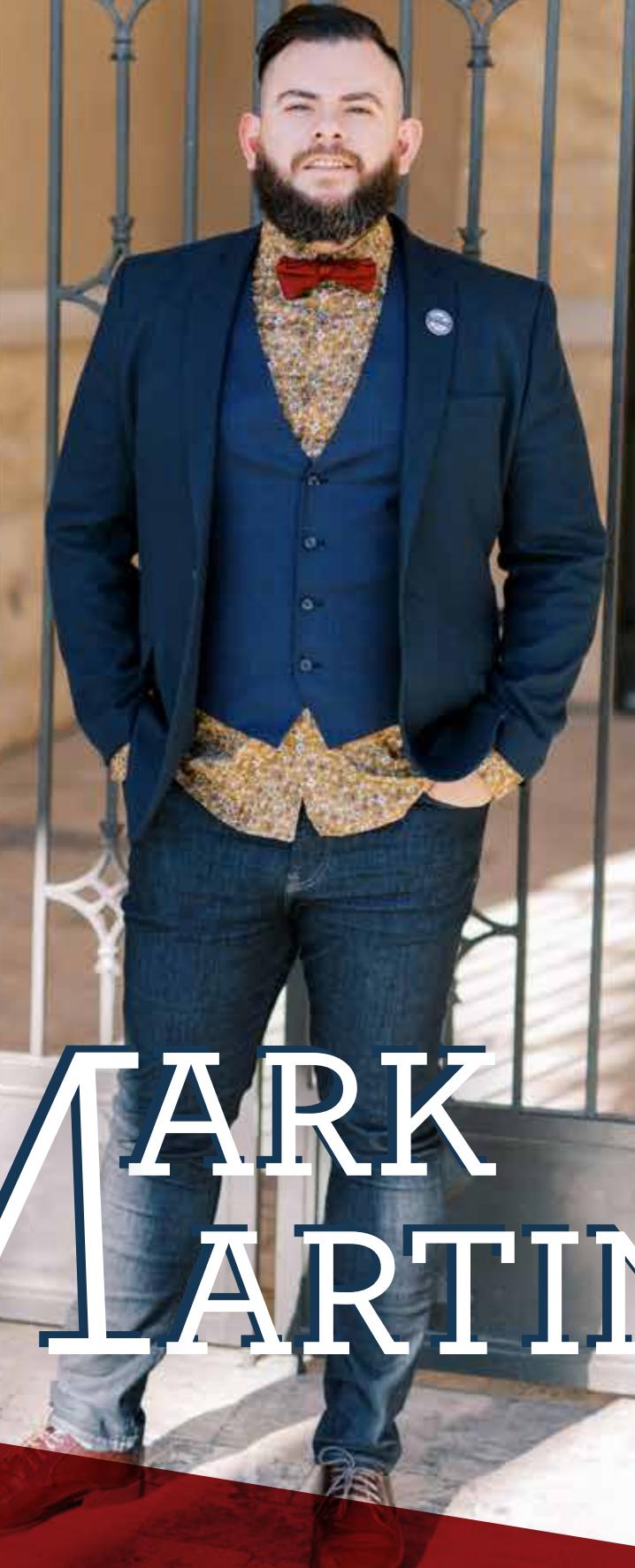


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MARK MARTINEZ



with Fairway Independent Mortgage Corporation

Written by **Chris Menezes** | Photography by **Chernogorov Photography** | Photographed at **Walala Shack**

When you work with Mark Martinez and Fairway Independent Mortgage Corporation, you not only get all the amenities and products his company offers as a mortgage banker, but, more importantly, you get the open, resolute, and passionate person that Mark is on your side.

Much of who Mark is comes from his distinct upbringing, growing up in East Los Angeles, where he was raised by his grandparents. “Growing up in east L.A. allowed me to appreciate my culture and understand the hardships one goes through living in such a place,” he says. “It led me to have a huge focus on the community and giving back whatever way I can.”

“My grandmother raised me after she had already raised four kids of her own,” Mark explains. “She sacrificed a lot to ensure that my life felt equal to everyone else’s around me. Through her, I have learned compassion and strength. In addition, my mom has seen adversity that many can’t even imagine and yet she continued to persevere. She has taught me to be strong and steadfast no matter what the world throws at you.”

Mark went on to earn a degree in fashion design from the Fashion Institute of Design and Merchandising and studied psychology at California State University, Long Beach. He worked in the fashion retail industry for years and, at one point, even auditioned for the very first season of *Project Runway*, making it to the top 50 contestants.

Wanting a change of pace, Mark began looking for other opportunities outside of fashion. So, when he was approached by someone who said his sales skills would work well in the mortgage industry, he made the jump. “I had witnessed my brother become successful as a real estate agent and figured I could do similar,” explains Mark.

There are two things that Mark points to when it comes to his development in the mortgage industry. One he says was choosing the right company—Fairway Independent Mortgage: Moore-Wilson Branch. Since joining Fairway in August of 2019, he has seen incredible growth and development in the way he approaches his business – which he claims comes down to being himself and selling himself.

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"Fairway provides me the tools to do my job and to be able to stay true to my style of doing business," Mark says. "As a loan officer in a big market I know my competition is fierce, so I approach every client the way I would want my family to be treated. I don't sell anything, but who I am. I work hard for my clients because I want them to leave the transaction feeling like family."

"Any client of mine can go down the street and find the same rate or product, but what they get with me, is just that, me," he continues. "They get the compassion and understanding of someone that wants to see them succeed. Whether that is a client or agent. I get told this a lot, but I answer my phone. This seems like such a trivial thing in my business, but is super

crucial because we are all working on deadlines and timeframes."

In addition to getting Mark's full commitment and attention, agents who work with the Fairway Moore-Wilson Branch have access to their full-on video studio and their "red carpet kit," which includes a red carpet, ribbon, and more, all to be used on any closings an agent may have. And given Mark's extensive experience in the fashion industry, he can utilize everything Fairway has to offer to make his referral partners look like the rock stars they are.

Mark's two biggest passions in the industry at the moment are changing the way the industry views the VA loans, "to dispel the myths regarding

...

“

Any client of mine can go down the street and find the same rate or product, but what they get with me, is just that, me. ...

... They get the compassion and understanding of someone that wants to see them succeed. Whether that is a client or agent. I get told this a lot, but I answer my phone. This seems like such a trivial thing in my business, but is super crucial because we are all working on deadlines and timeframes.

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...
this amazing product" – and to leave his footprint in the Hispanic community by assisting Spanish-speaking families in achieving homeownership.

When Mark isn't serving his clients and the agents he works with, he enjoys spending time with his husband, Omar Martinez, and going to the gym where he is also a Group Fitness Instructor. He has been a certified Les Mills instructor since 2012. A lover of travel, if you can't find Mark in Las Vegas, he

is probably at Disneyland or catching a Dodger game somewhere in the U.S.

"When agents partner with me, they are partnering with someone who truly understands what it takes to get a loan closed. Because of my extensive background in Mortgage Operations, I know a good file when I see one. Most importantly I also know how to turn a not-so-good file into one that can get approved."



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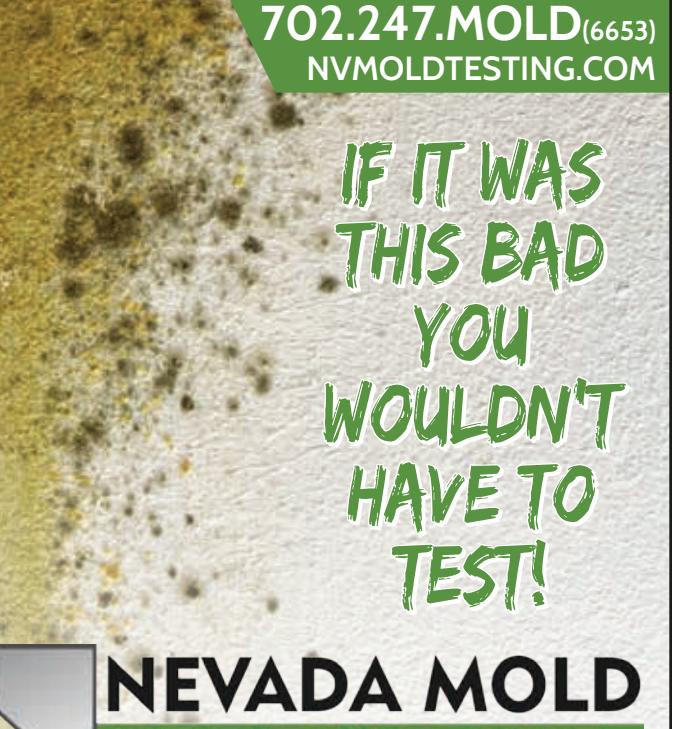
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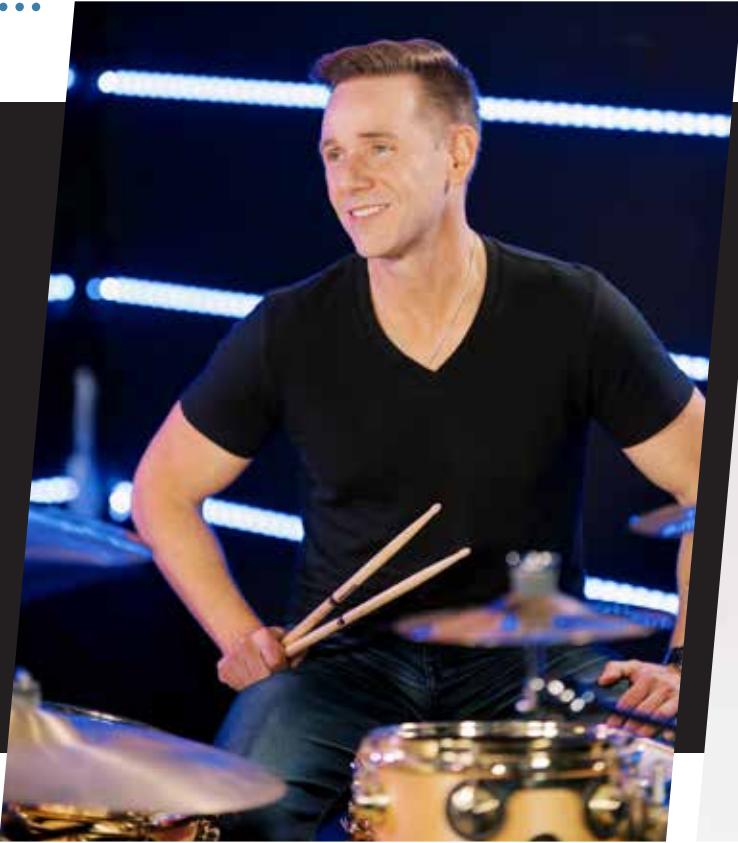
MICHAEL MCGRATH

ROCKIN REAL ESTATE

Many people might already know Michael McGrath as a Las Vegas top producing real estate agent, having been in the business for the past 17 years, but they might not know of his rockstar roots and his phenomenal abilities as a drummer.



...



Michael was born just 2.6 miles away from Elvis Presley's birthplace in Tupelo, MS. He grew up in a culture of music, especially live music. As one of eight siblings who all played a musical instrument at a competitive level, he started playing drums at 6 years old and went on to become a professional drummer.

Having toured with several bands, recording multiple albums, and winning multiple awards and contests, Michael's proudest moment as a musician was placing second out of over 5,000 drummers nationwide in Guitar Center's Drum Off – the world's largest drum competition in 2010 (six years after entering real estate career).

Although Michael was focused on becoming the next Elvis Presley of drummers for most of his young adult life, he also went to college for economics and was always very business-minded. "My plan was to be a rock star that knew how to invest his money and not blow it, like so many artists do," Michael laughs.

He had been living the musician lifestyle for quite some time when he decided to put his degree to good use and enter real estate. He was visiting Las Vegas when he ran into an old friend from school, who was a loan officer at a mortgage company in the area, that encouraged him to enter the industry.

"We were both drummers with a background in business/economics," Michael explains. "He said I should move to Las Vegas, get my real estate license, and work with him. I had just finished touring with a band and was ready for a change.



So, I packed up everything I owned and moved to Las Vegas three weeks later."

Michael moved to Vegas in 2004 with the sole purpose of doing real estate. He hit the ground running and sold 50 homes that first year. Seventeen years later, he leads the McGrath Group and is personally selling over \$20 million annually. It hasn't always been easy, however. The toughest time was getting through the 2008 market crash.

"Business came to a complete stop," he says. "I had built up a mini real estate empire and, unfortunately, lost most of it. I had to pivot quickly to survive, but I made it through, and I've built it back. It was a struggle, but it made me a better agent and a better person."

Michael's ability to adapt quickly (like every great musician) has been a boon to his business, especially when market conditions shift. Remaining honest and ethical in the face of others trying to earn a buck has also elevated his business over the years.

One thing Michael is currently passionate about in his business is social media marketing, especially with his English bulldog, Elvis. He makes professional videos for many of his listings with Elvis giving the tours. Elvis is usually dressed in a shirt and tie (or some type of outfit) and has bubble captions above his head with his thoughts, which receives a lot of laughs and positive feedback.

...



I couldn't imagine life without him, and he seems so grateful to find his forever home.

“

...

Michael adopted Elvis from Las Vegas Animal Adoption, an organization he supports (in addition to any organization involving children), when Elvis was 6 years old. He and Elvis instantly became best buds and remain so today.

"I couldn't imagine life without him, and he seems so grateful to find his forever home," Michael emphasizes. "Also, I have a nephew named Isaac who was adopted by my older brother, Steve, the day he was born. He is an amazing little boy and has a heart of gold. I believe adoption, whether it be a pet or a child, is one of the greatest acts of love a person can give."

While Michael is focused on growing his business, he still enjoys playing music and going to shows.



And if you're like, you just might get to see him combine his love for real estate and drums, like he did about a year ago after selling a home to a client of his.

"I asked them what they would like as a housewarming gift. They said, 'How about a drum solo?' So, I packed up my drum set, set it up in their kitchen, and gave them a drum solo in their new house (while wearing a suit). I posted it on social media, and it received thousands of views and a tremendously positive response. I received multiple messages from people wanting me to be their agent."

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An advertisement for Allstate insurance. It features the Allstate logo (a circular emblem with a hand holding a shield) and the word 'Allstate'. Below this is a photograph of a man in a blue suit sitting at a desk with a computer, smiling. The text 'LET ME EDUCATE YOUR FIRST TIME BUYERS ON HOME INSURANCE' is displayed above him. At the bottom, it lists 'NICHOLAS SAKHA | Agency Owner', 'Las Vegas | 702-968-7878', and social media handles for 'Nicksclusive' on Instagram and Facebook.



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announcement 

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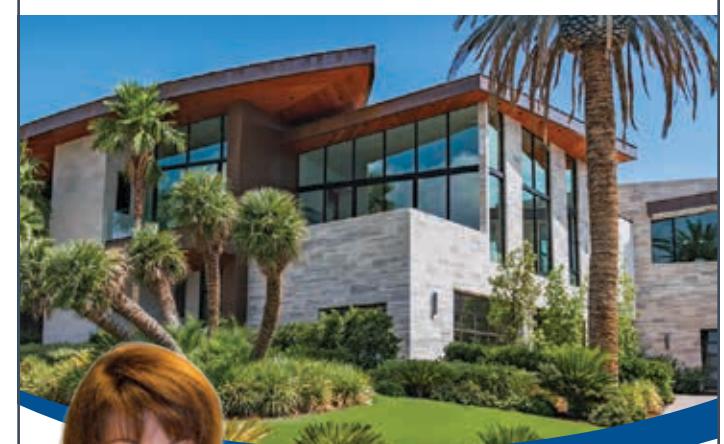
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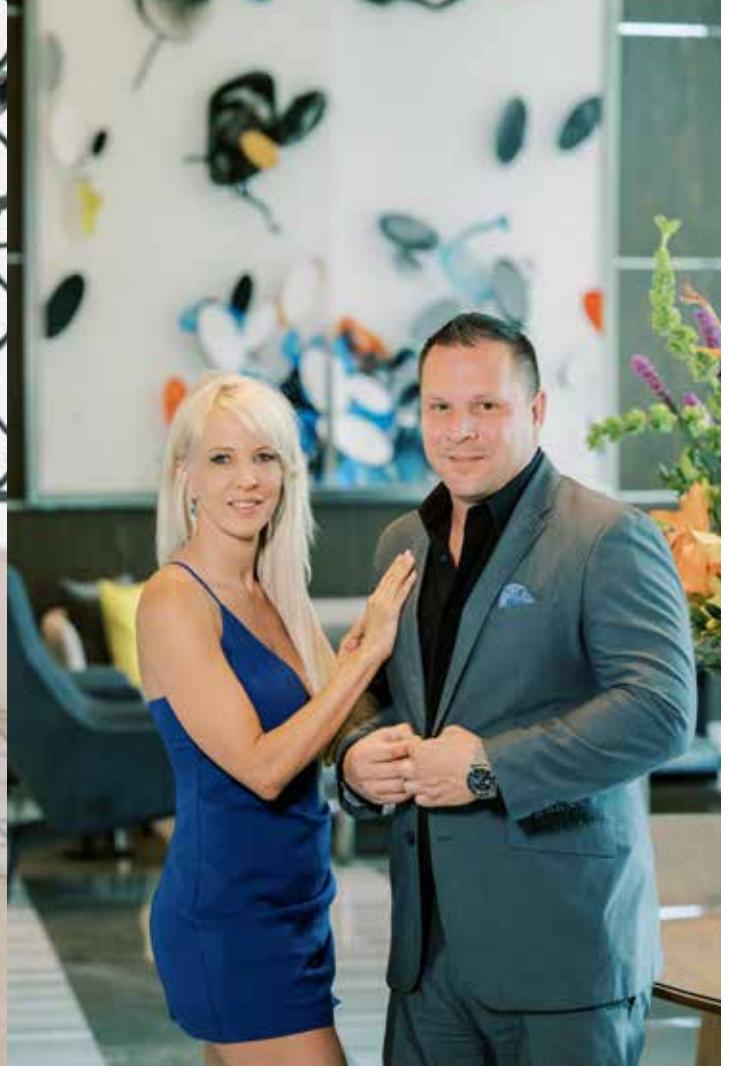
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This holiday season we are reminded of who matters most to us. We couldn't have had this amazing year without our loyal and steadfast realtor partners. Thank you so much for all you do and know we are here to serve you and your clients in the coming year!



At your service,
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