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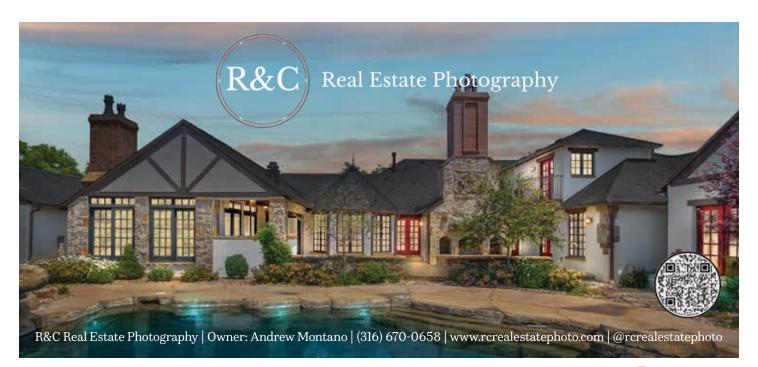


Holly Bay,
Writer



If you are interested in contributing or nominating REALTORS® for certain stories, please email us at **samantha.lucciarini@realproducersmag.com.**

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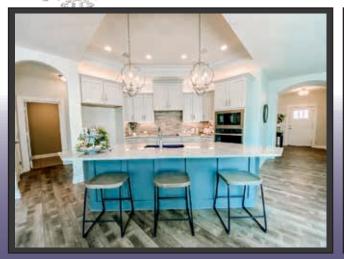




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TABLE OF

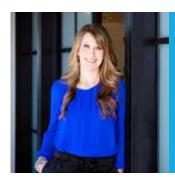
CONTENTS



12



appy Ne



20 Broker Spotlight Westhoff



26



on Hamm



38 Ask the Expert



Gallery



48 Ask the Expert Phoenix Mortgage



52 Top Producer



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for my clients, I look for thoroughness, and trust. Josh with Bright Light is just that! His process is seamless. You will get a full report at the any questions, he is happy to help answer them as they arise. My team and I love working with Josh." Bobbie Lane, Bobbie Lane Realty Group

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1708164 14 • January 2022



publisher's note

And what a year it has been. Although last year wasn't as crazy as 2020, I think we can all agree that 2021 flew by and was its own special kind of weird. While the craziness may not be over just yet, how nice is it to have a fresh start?

I am always so excited and hopeful about the start of a New Year. Goal setting, business development and strategizing are my love language! Of all the new implementations from last year, some of my favorite hacks are Gantt charts, leveraging LinkedIn and time-blocking. While I got twice as busy in 2021 launching a second publication, sticking to a schedule allowed me to work smarter and more efficiently. If taking every Friday off to recharge and focus on self-care is one of your goals too, I'm happy to share my learnings.

Let's unpack what 2022 will hold for the Wichita real estate community. You can expect a very special 30 Under 30 edition after we publish our 30th issue in the spring... Yes, you read that right. We are almost 30 publications strong, and, believe me, we are just getting started!

We will also continue with our monthly Magazine Reveal happy hours for that month's featured agents and any of our advertising business partners. Connecting agents to one another and to our Trusted Business Partners is at the heart of what we do.

We've seen fellow Real Producers publishers all across the nation successfully and beautifully host inaugural Real Estate Award galas, and we are excited to bring the same annual recognition to the ICT! So, be on the lookout for chances to nominate your peers. And, unlike other recognition in town, WRP is NEVER a pay-toplay. We exist to inspire, connect and elevate the real estate community so agents do NOT pay to be featured, nor do they pay to attend events.

Of course, we will continue to interview hundreds more agents, residential and commercial, to bring you the most relevant and interesting content. Remember, you can reach out anytime to nominate an agent or request an interview. The first step to being featured in the magazine is to meet with me. And I look forward to meeting every single one of you!

My hope for each of you is that you had a chance to look back and deeply reflect on last year, and spend some time getting clear on where you're headed and what you'll achieve in 2022. I'm hopeful interest rates will stay low, y'all will stay busy, and the inventory supply will catch up with the demand.

We are proud to announce two of our newest Trusted Business Partners, R&C Real Estate Photography and C3 Skidsteer Services, LLC. Both of these businesses have been recommended by top producers several times over the past years. Be sure to add them to your vendor list and SUPPORT LOCAL.

Sincerely, Samantha Lucciarini Owner, Publisher and fellow REALTOR®



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18 · January 2022



With an extensive journalism and PR background, Cari Westhoff was made for the real estate industry, and it shows with her nearly \$20 million career volume. It was during her time working as a business reporter that she was first introduced to real estate, but after watching her husband in the industry – he owns local home inspection company Insight Inspections LLC – she decided to venture into it herself.

"Being on this side of the interview isn't something I'm used to," she said.

She earned her real estate license in 2016 and began as an independent agent at Keller Williams Hometown Partners. After about a year there, an agent at KW Signature Partners asked her to join his team. Though she and her husband knew it was in their cards to eventually open their own brokerage, she took the opportunity to join the team.

"I learned a lot – namely that being on a team is not for me. One reason I left the 8-to-5 world was because I wanted freedom with real estate. I wanted control to take my business in the direction we wanted, and I felt like the team was putting me into a box that I didn't fit into; conforming to someone else's personality and how they do business. It took that experience for me to "find" my real estate self and know what jives for me."

After parting ways with the team, Cari stayed at KW Signature Partners, creating her own branding of Cloud 9 Realty Group.

"With my background in marketing, my husband and I strategically thought about everything – name, colors, logo, branding, etc. In the summer of 2019, I began pursuing my broker's license. Once I passed that summer, my husband -- since he was already familiar with the business startup process – carried the brunt of the work to establish Cloud 9 Realty Group LLC so that I could own my own brokerage. The brokerage just celebrated its 2nd birthday, and I couldn't be more proud or excited of what we've built and where we're taking it."

It wasn't always a ray of sunshine, though. When she first moved to Kansas from Colorado, she was starting her life from scratch.

"I didn't have any friends or family here," she said. "That pushed me to be more open. A natural introvert, I have to fight the urge to want to stay home. Even on the loneliest days, I would make myself go to social and networking events. I slowly grew my sphere, never knowing that 10 years later, these people would be coming to me for real estate help. I'm still an introvert at heart, even though many people would never think that about me, but I've learned to work through it when I need to. And when I do get that family time at home, it's my opportunity to recharge."



Cari is focused on growing the local recognition of her brokerage, and it's paying off as more people around town are familiar with the brand she's worked tirelessly to build.

"I'm constantly humbled that people choose me to guide them through the home buying and selling process. I still remember when my husband and I bought our home and the feeling we had. I go back to that regularly to remind myself that's how my clients feel. I want them to be able to look back and say I made the process easy for them."

Growing up, Cari's mom was always involved with her school activities and sports. She never missed an event, so that has always been Cari's goal with her family. Being in the real estate industry gives her the ability to do the same for her son. She's married to her husband, Justin, and together, they have a 4-year-old son, Parker. While her husband is a home inspector, the two don't work together, "but it's definitely fun to see my agent friends work with him!"

The pair met in 2011 as part of a local softball league and still play to this day.

"I joke that he asked me out even AFTER seeing how terrible I am since he grew up playing baseball."

Now that their son is getting older, the family spends most free time doing activities and sports with him. They also love traveling as often as possible and are in the finishing stages of adding on to their home, which she calls a "labor of love."

Her success hasn't gone unnoticed in the community. In fact, she's had several agents reach out to learn how she's done it.

"And they all have one thing in common: They want to work smarter, not harder. They want to enjoy life more and not be tied to real estate during all waking hours. While I want to help many families, I still want to be present for my own. For me, success is being proud of my business with the

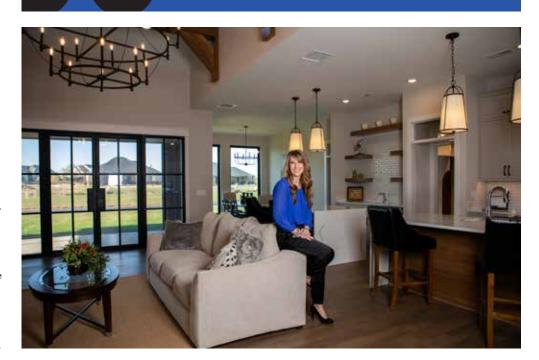
constant desire to grow and do better, but not at the expense of my personal life and happiness."

Something Cari has mastered through both journalism and real estate is people skills.

"When I started in real estate, I saw other agents as my competition. I quickly learned that to have the happiest clients and smoothest transactions, I needed to use my public relations skills to build relationships with other agents as well. Of course, we're each working in our clients' best interests, but the entire process will flow much better when we agents actually cooperate with each other."

Cari's passion for helping others, along with her natural skillset, has launched her brokerage to a level of success she used to dream of. Now, it's her reality, and she looks forward to the future.

I'm constantly humbled that people choose me to guide them through the home buying and selling process.







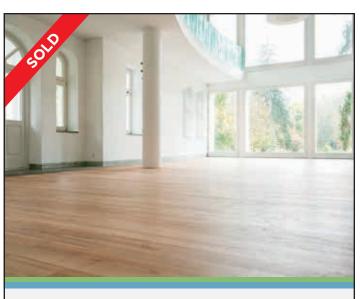


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24 · January 2022









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them down or paying off collection items will help their score," he says.

"But the reality is that it's usually more important to handle balances on revolving accounts such as credit cards first."

Easing the Way

Joshua and his team provide a straightforward, streamlined process.

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payments of \$99. We choose to dispute all accounts to be time-efficient for real estate transactions. Generally speaking, our clients are normally completed with the process of improving their scores in under 120 days."

That success is reliant on the outstanding team that Joshua feels honored to work with at Credit Score Advocates.

"We have credit advocates that will go through and make calls to our affiliate teams and credit specialists



to complete the reviews. Most of the people here in our business are family members," he says.

"My mom has been with us for two years. My brother works for us with some of our other businesses. That allows me to focus on helping people get qualified for houses."

Wonderful Life

Family is at the heart of life for Joshua, including his wife, Courtney.

"Courtney's support of what I do really makes a difference. She keeps everything at home and with our boys on track, which allows me to be successful in focusing on our clients. I couldn't do it without all the hard work she does," Joshua says.

Joshua and Courtney look forward to time spent with their two sons — 8-year-old Carter and 5-year-old Casen.

In their free time, they love sharing experiences together, including travel. A favorite is visiting aquariums — 17 of them so far, and counting.

"Carter and I love to play Monopoly, Chess, Risk and Clue. He is very strategic about how he plays for an 8-year-old. Casen enjoys telling stories and jokes. He is a one-of-a-kind entertainer. We are also big football fans ... especially of the Steelers and Oklahoma State," he says. "We go to Stillwater where we have a couple of Airbnbs. Although it was a lot of work, we enjoyed remodeling those places."

Trusted Expertise

As Joshua thinks about the industry he has a passion for being part of, he focuses on the positive results of the work he and his family help create.

"I like our clients to graduate our program with a feeling of accomplishment and to feel more prepared and more educated about managing their finances. At the same time, it makes our team members feel successful each day in educating people on what a lot of people think is impossible to do."

For more information, contact Credit Score Advocates: Websites: www.creditscoreadvocates.com www.KSCreditRepair.com Office Phone: 316-444-5333









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that was the fact that I wanted to be in control of my destiny and my retirement. I didn't want to hold my breath and hope that Uncle Sam will be there for me during retirement," he remembers.

"So I started buying and selling homes and growing my own portfolio. It was fun, and I thought I had a knack for it. So, when it came time for me to sell my own home, I decided to get my license."

Gaining Ground

It didn't take long for Don to gain traction in the business and start building his reputation for results in the area.

"When I got my license, I started working for a small local brokerage. The experience was good, and after a few years, I decided I wanted to go out on my own. So I started Wheat State Realty, and I never looked back." Today, he has expanded his efforts to serve area residents by adding a handful of agents, with more to come.

"As time goes on, I want to continue to grow our team here and add additional experienced agents to our team," Don explains.

As a producing broker and a leader for those in his firm, Don brings the best of both worlds to those around him.

Don continues to take steps forward. As he does, he holds a deep sense of gratitude.

"It means a lot to me to know that 95 percent of my business is referral-based," Don explains. "When you get referrals from people, it means you're doing something right. I've made a lot of good friends in this business."

To say clients trust Don is an understatement.

When it comes to production, Don doesn't take credit for his agents' sales. Individually over the last 24 months, Don's production totals 135 units and over \$21 million in sales volume.

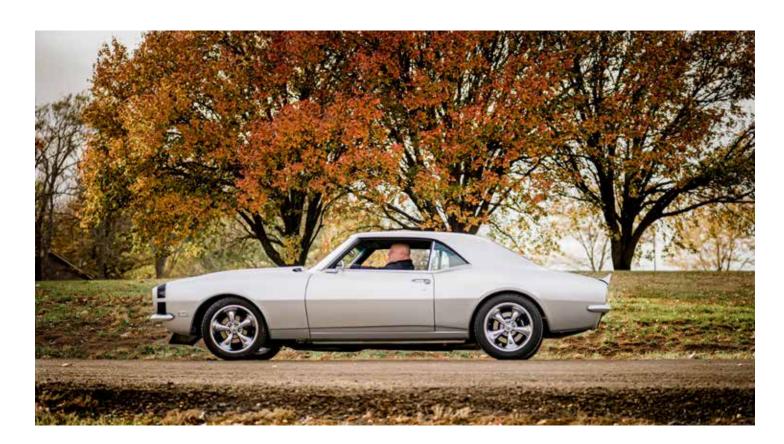
Life's Highlights

Away from work, the heart of life for Don is his family, including his wife, Amy, and their two twin children — their son, Mason, and their daughter, Maddie — who are both seniors in high school.

In his free time, Don likes to work on the properties he has in his portfolio. Golf is also a big, fun part of his life that he looks forward to, as a member of Crestview Country Club.

In addition, Don is a definite car and airplane enthusiast. And one of his favorite pursuits is supporting his children through their school activities and sports that they are involved in.

"My son is an avid golfer and plays at a 3-handicap. Maddie is an avid soccer player and has received college offers," Don says. "So it looks like we are going to be doing some traveling the next few years to watch the kids play."







ONCE YOU FIND OUT YOU CAN MAKE A LIVING AT IT, THEN IT'S ABOUT REFINING YOUR EFFORTS, AND HAVING FUN ALONG THE WAY.

When it comes to helping his community, Don has been involved in a number of ways through time. One of the chief outlets for his involvement is supporting local teachers.

"We have several friends who are teachers. In many cases, teachers today are forced to pay for things out of their own pockets to provide needed supplies for students in their classrooms," he points out. "So we have helped out by buying long-lasting snacks for them to provide to students."

He definitely did ... purchasing more than 16,000 granola bars and then distributing them across several schools in the region. Also, drawing on his own experience being part of the United States Air Force, Don has a big place in his heart for supporting the needs of veterans.

"That's something that is very important for me," he says. "Freedom is not free, so I'm honored to serve those who have served us."

Leading by Example

As Don reflects on his own ongoing success in the industry, he offers helpful tips for others who are pursuing their own future as REALTORS®.

"When people who are interested in working in real estate ask me how much money they can make in this business, I say, 'You can make as little money as you want. If you don't put any effort in, you'll make nothing," he says. "At the same time, I also point out that you can make as much as you want as well. There's no cap on this. Once you find out you can make a living at it, then it's about refining your efforts, and having fun along the way."

When you meet Don, you can see the natural charisma and his larger-thanlife personality that fuels his work.

"I like to laugh and have fun in the process of being there for people and helping them along the way," he says with a smile.







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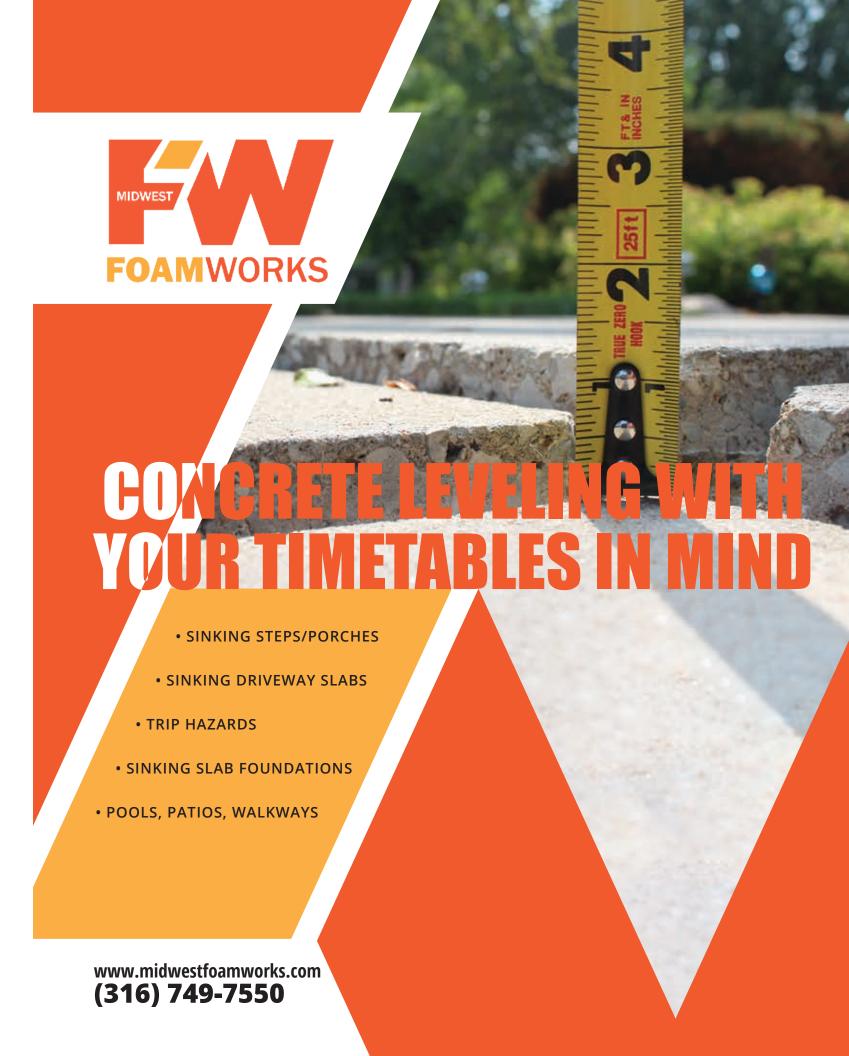
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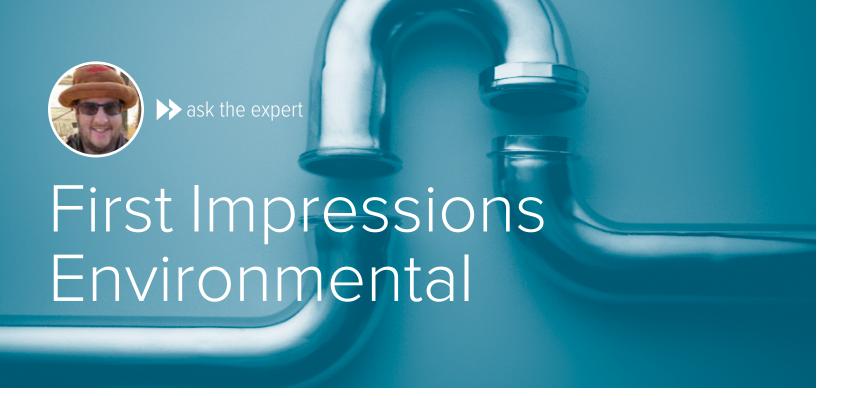
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36 • January 2022



The title of this section is "Ask the Expert," and those that know me know I'm very under-qualified to be called an expert. However, with six years of experience, I prefer the word "poop-spert." Jokes and laughs aside, we figure in this business, there is a time to be serious and to enjoy life. Please use caution reading below, as the following may cause you to learn. If you don't learn from the article, please contact Aaron at 316.522.8795.

Poop. Feces. Yesterday's meals.

Whatever you call it, it happens to all of us. Don't let it happen to you. I'm not talking about stopping a bodily function. I'm talking about not letting poop enter your basement. A failing wastewater system can cause a sewage backup into the home. Besides the roof and foundation, wastewater systems are one of the most expensive repairs that can be made to a home. Costs start at \$5,000 and rise from there. Wastewater systems include lagoons, septic systems and advanced septic systems and are found in every county in Kansas – including the city of Wichita. Having First Impressions Environmental inspect the wastewater system can help identify any previously unseen issues and prevent poop backups.

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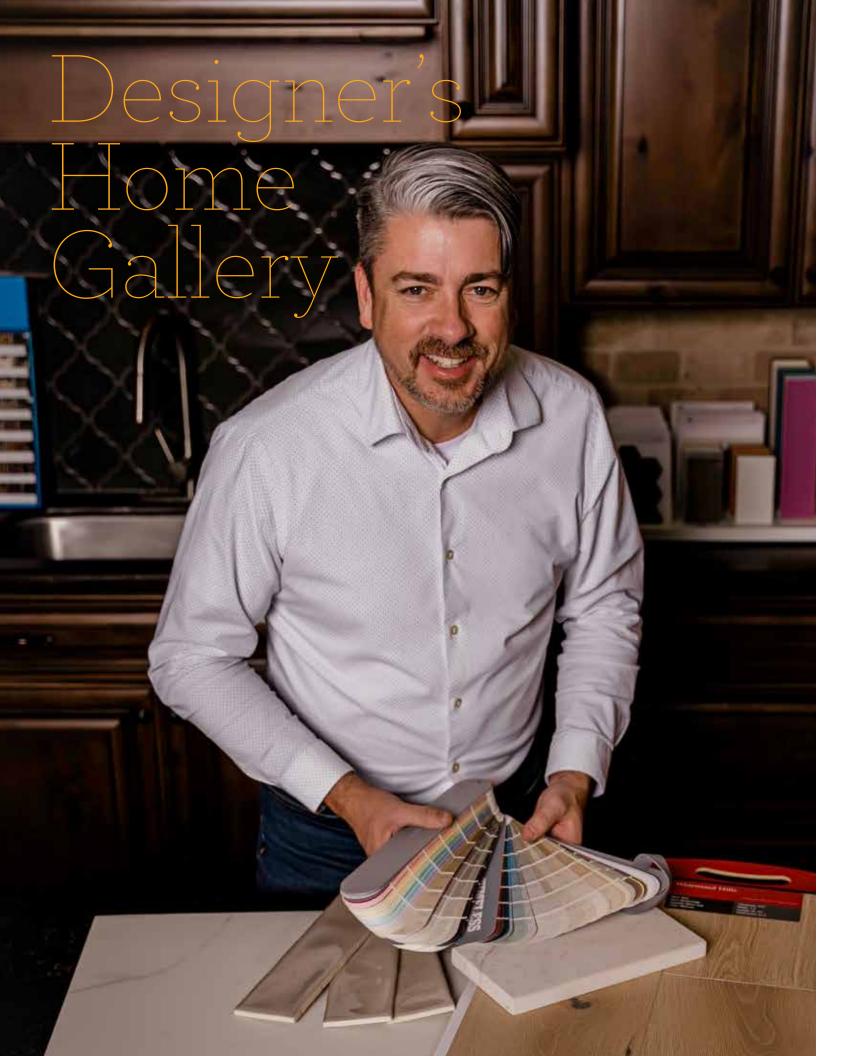
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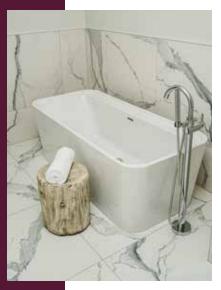
>>> partner spotlight

Written by **Ashley Streight** | Photography by **Jennifer Ruggles Photography**

Starting Designer's Home Gallery from an unfinished room in his basement. Ben Henwood recalls opening the phone book and starting with the letter "A" to coldcall businesses until he found someone who needed flooring. Now, he's outgrown not only his basement but also his first commercial space and has moved into his current building. The flooring business runs in the family, as Ben's uncle owned a local flooring store. Naturally, he worked in the flooring industry while attending Tabor College for his Business Administration degree and learning the ins and outs of the business.

• •

Now that he's celebrating the company's 10-year anniversary, he's extremely passionate about growth. "Growing my team, pouring myself into others and helping them reach their dreams and reaching the success they didn't know was possible," Ben says. He has a complete understanding that people are key to the continued success of the legacy he's building and says the most rewarding part about it all is:



"The amazing people I have met along the way. I have friends who share the same passion, drive, goals and dreams as me. The second most rewarding part is the amazing people who trust us to help transform their homes. Each week, we see people come in who aren't excited about remodeling anymore. They have been to several stores before us and haven't had anyone ask them

the right questions to direct them towards answers that make sense. When they leave our store, they are shaking our hand and thanking us for caring and making it fun again."

Designer's Home Gallery not only seeks to run a great business in general, but their desire is to become the go-to for all REALTORS® in town. "We can handle all needs for buyers and sellers. From design, measur-

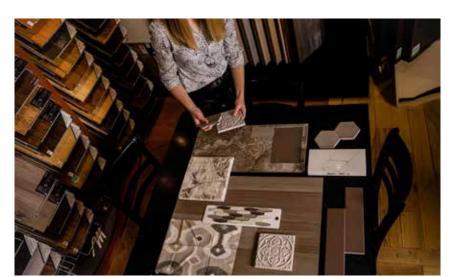
ing, quoting, materials, installation, and payment arrangements, we are the one-stop shop." Their diligent efforts are paying off, as they have received the Wichita Eagle award for Favorite Flooring Store in Wichita for three years running.

We asked Ben if there is someone, in particular, he looks up to, whether it be personal or professional. His answer? "I respect people who are ahead of me in business or success who take the time to introduce me to others, ask questions, make suggestions and encourage the daily grind of owning a small business. Those are the people who have allowed me to reach goals I didn't imagine possible, and now it is my responsibility to pay that forward to newer business owners." To ensure he keeps his goals in line, he surrounds himself with those who remain positive and who are going to make a difference daily.

Ben has been married to his wife, Azure, for 24 years, and she is a dedicated 6th-grade teacher. They have three children (Adam, Ashlee and Allie) and two absolutely adorable dogs, Poly and Marble. Outside of running a successful flooring company, he enjoys golf, golf and a little more golf! Family comes first for the Henwoods. He tells us that even though he often works weekends, he never misses church on Sunday.

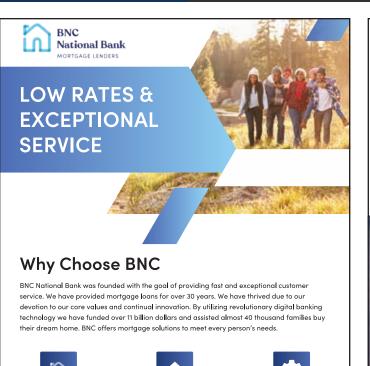
"I serve at Life Church with the 5-year-old children. They are so much fun, full of life, and they say just about anything. I recently had a little boy say I looked tired. I asked him why he thinks I'm tired, and he said I had bags under my eyes," Ben laughed.

In every way possible, he wants to make a difference – to his family, to his coworkers, friends, customers and everyone he comes in contact with. At Designer's Home Gallery, you can count on an experience unmatched in the industry and for them to be a trusted extension to your business as a real estate agent. In his final notes with us, he said: "Life is too short to live on ugly floors. That is why our motto is 'Saving the world from ugly floors!""





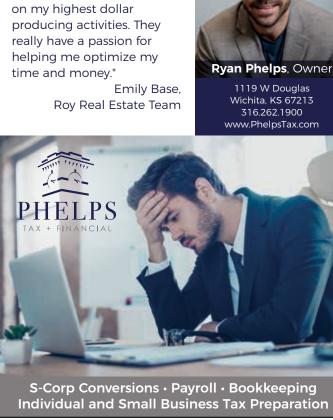




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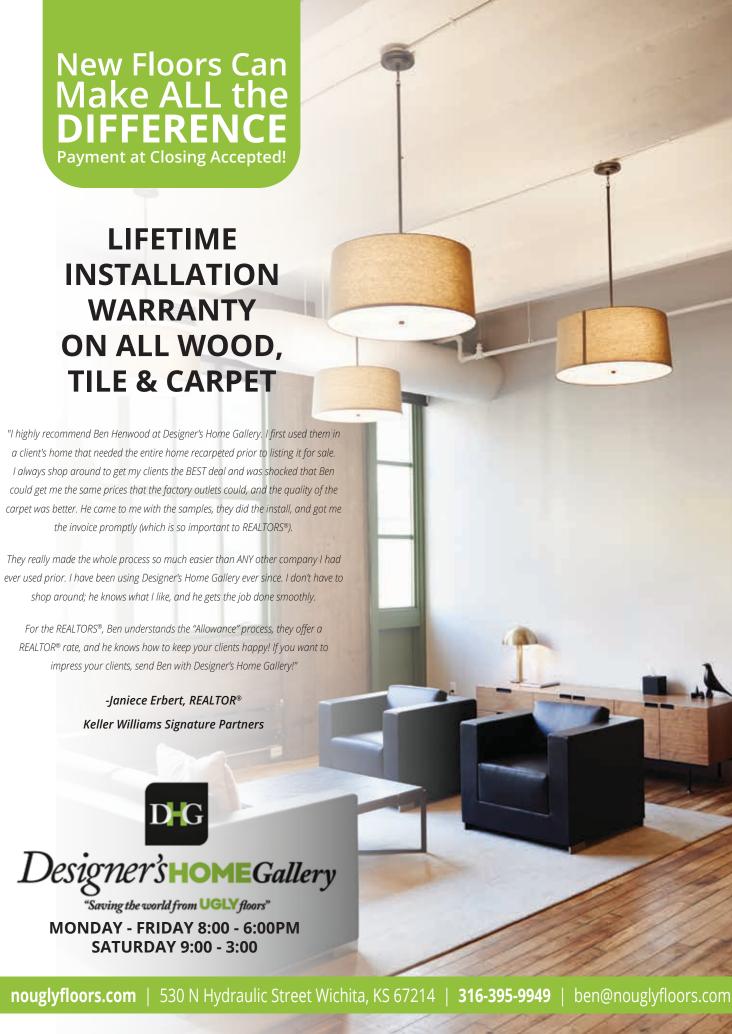
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>> ask the expert

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Adam now has nine employees who all work hard, but also love to have fun. They understand how important it is for both sides of a transaction to get to the closing table and work diligently every step of the way to get you there - on time.

Not only is Phoenix a great mortgage lender but also a great employer. Adam enjoys teaching employees life skills. He often tells his employees: "The only person that stops you from getting what you want out of life is yourself. You have to believe in yourself." He's very positive and does his best to inspire those around him.

Phoenix Mortgage is very serious about what they do. They forecast into the future, they communicate effectively with their clients, and they are problem-solvers. Every loan they do is a puzzle, and though there might be roadblocks along the way,

they stay positive about it. They take it as a challenge and put the puzzle together to get to the finish line.

"I went to Phoenix Mortgage back in May on the purchase of my first home. As a firsttime homebuyer, I was very nervous and stressed out about the whole home-buying process. Phoenix Mortgage was wonderful during this time. I was always treated with a ton of courtesy and respect. Even though I had many questions about everything, I always felt they did whatever it took to answer the questions and help me understand the process. The biggest benefit I can remember was just the level of communication throughout the whole process. Everything was explained and handled in such a way as to keep me and my REALTOR® in the loop. The best part of all was that when my rate came back, it was even a bit lower than what we thought it might be. I would definitely recommend Phoenix Mortgage to any of my family or friends who may need financing for a home in the future." - Traci Asher

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For more information, please visit them at www.phoenix mortgagegroup.com.



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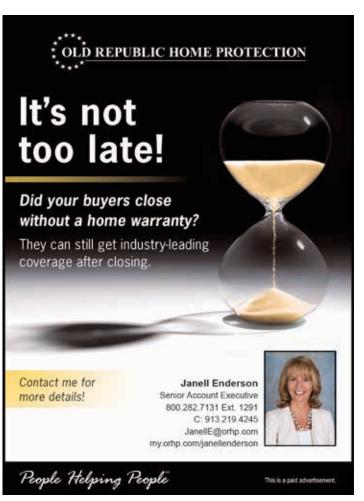
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• • •

As Team Leader of The Tiffany Webb Team with Berkshire Hathaway HomeServices Penfed Realty, Tiffany has a strong passion for the profession and building strong bonds.

"Through the course of what I do, I have a chance to meet so many awesome people who end up being friends. It means a lot to be able to help them and build relationships ... being able to get them through the transition," Tiffany says.

"I like that part ... the day-to-day communications and building relationships. It's very rewarding. And one of the things that makes me feel good is the fact that several of the clients I have worked with have decided to become real estate agents themselves."

Made for This

Tiffany began her career in real estate when she earned her license over six years ago. It was a natural extension of the experience she had gained before then.

"I've always had a background in sales through time," Tiffany says. "I was able to be a stay-at-home mom. I had



a hair-bow business. I put together several local shows, sold to some local boutiques, along with some in other states, as well as shipping a lot of custom orders all over."

In the meantime, Tiffany traveled with her dad who took part in art shows in various locations, helping with the sales side of her family's business.

"Sales was always my passion, and my dad had always said I should do real estate," Tiffany says. "Then, when I was listing my home for sale, the Broker I worked with called me one day and also said he thought I should consider real estate, too. So I transitioned into the business to accommodate being a hands-on mom, since my children are my biggest why."

From the start, Tiffany found that it was a great fit for her life.

"I had a lot on my plate with my children, but I was able to juggle it all by working at home with real estate,"
Tiffany remembers. "That allowed me to handle the demands of work and life."

Natural Teamwork

As she started in the business, Tiffany was part of a team. After a few years, she decided to work as an individual agent. And then, at the start of 2021, she started her own team with long-time friend Shana McCain.

"Shana and I met when our oldest children were 3 years old in preschool. That was about 19 years ago. Over the years, she saw me doing real estate and thought it looked like fun and decided to get into it as well," she says.

Tiffany and Shana share many similarities in life and business.

"We definitely have a lot in common. Both of us have a background in sales with our fathers. In fact, throughout our lives, both of our dads were mentors and very successful businessmen, as we worked side-by-side with them for years before getting licensed," Tiffany says. "Shana and I are both single moms, and we tend to have the same outlook on building relationships, having integrity and being guided by our strong faith in God. Combining all of those elements with real estate sales has been foundational for our success."

"There have been some important leaps of faith, including me going on my own and receiving the individual award of being ranked sixth in the company as an individual agent in 2020," Tiffany states. "Another leap of faith occurred when I created the team and how we have successfully hit the leader board throughout the year. I'm very proud of that."

Sometimes there are pieces that just seem to be a natural match. That's the way the teamwork is between Tiffany and Shana.

"We have so much in common, and those things have given Shana and I the same drive to set big goals and work hard to achieve them. In January of last year, we sat down and made individual goals together as well as a team goal," Tiffany says. "We each set a goal of trying to hit \$10 million in sales with a combined volume of \$20 million as a team. We are very proud of the fact that we surpassed that!"

A Family Feel

Tiffany's life is made much richer by her family, including her children her son, Tristan (22), who is a college junior who plans on going into real



estate; her daughter Sophie (19); and her daughter Bridget (12). Tiffany also looks forward to every moment she gets to spend with her 8-month-old granddaughter, Scotlyn.

In her free time, Tiffany enjoys traveling, exercising, cooking, decorating and spending time at her youngest daughter's sporting events, as well as moments with her children and grandchildren.

Shana also looks forward to time spent with her three children — Annalise (22), Allie Grace (19) and McCain (14).

As Tiffany says she and Shana's children are very involved in their business.

"They ride along in the car on showings with us and are often seen hanging out in the office, and learning a lot along the way about real estate," Tiffany says. "We have very much made it a family business. In fact, Tristan is planning to get started in real estate soon. Sophie and McCain got their driving time getting their licenses driving us to showings."

Legacy of a Leader

Those who get to know Tiffany come to rely on her trustworthy and kind nature.

"As I have the opportunity to work with people, it's important to me to take time with them and be compassionate," she emphasizes. "In so many cases, as part of the real estate transaction, we are working with people who are going through an exciting time as well as sometimes a stressful time in their lives. During those times, I think it's very important that we are able to wear a lot of hats, build relationships and earn their trust."

Tiffany gains and builds on her success each day with her sustained sense of commitment and dedication to what she does.

She attributes her drive and passion to her family.

"My kids are really my why in life. I had a bow business when they were younger, but I knew that I couldn't do that full time. Real estate was an important solution for me at the time, so that my children didn't feel like I was gone all of the time out of the home."



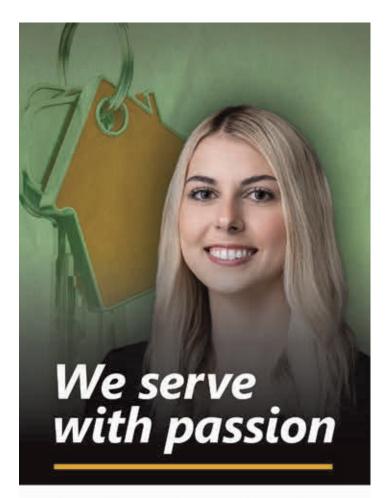
In addition to learning and growing herself in the business, Tiffany feels thankful that real estate has given her another avenue to impart lessons to her children.

"I'm dedicated to show them that you can overcome things, be a hard worker and also be a family person," Tiffany points out. "I've been able to manage my time so I can give them a good life and also show them how hard work pays off. I like showing them the importance of setting goals."

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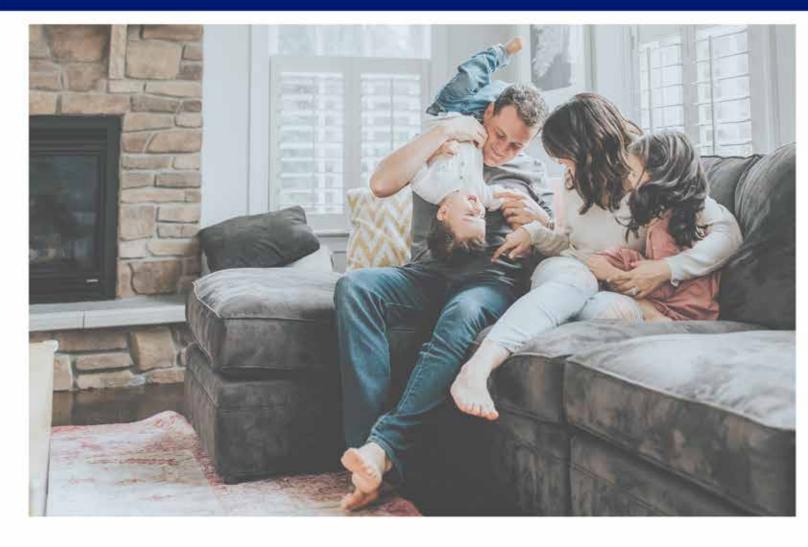
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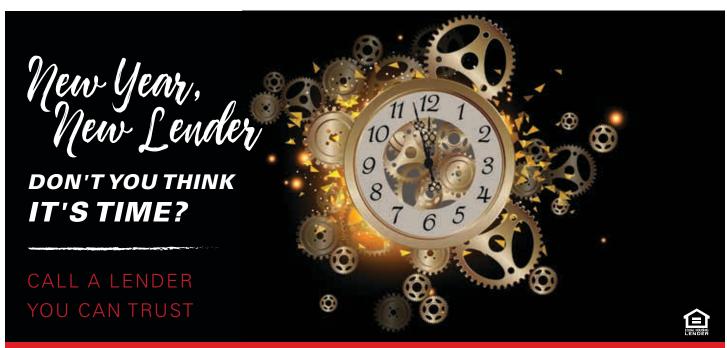
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58 · January 2022



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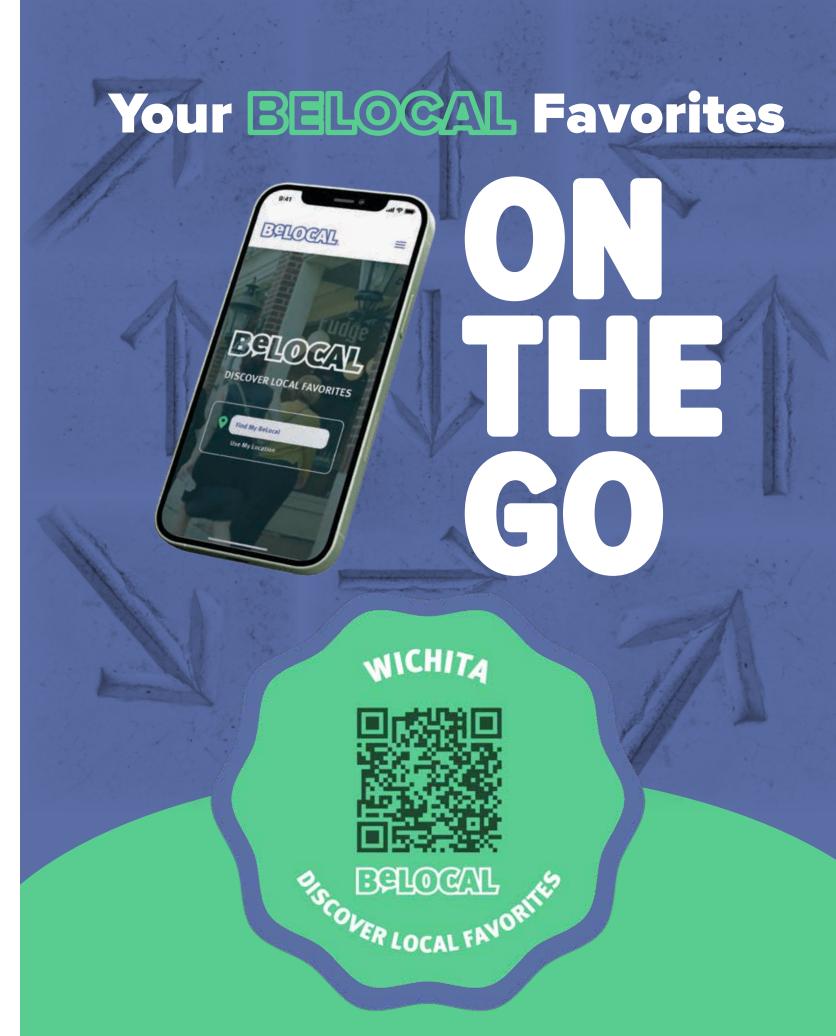
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