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RICK
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MARCH 2022

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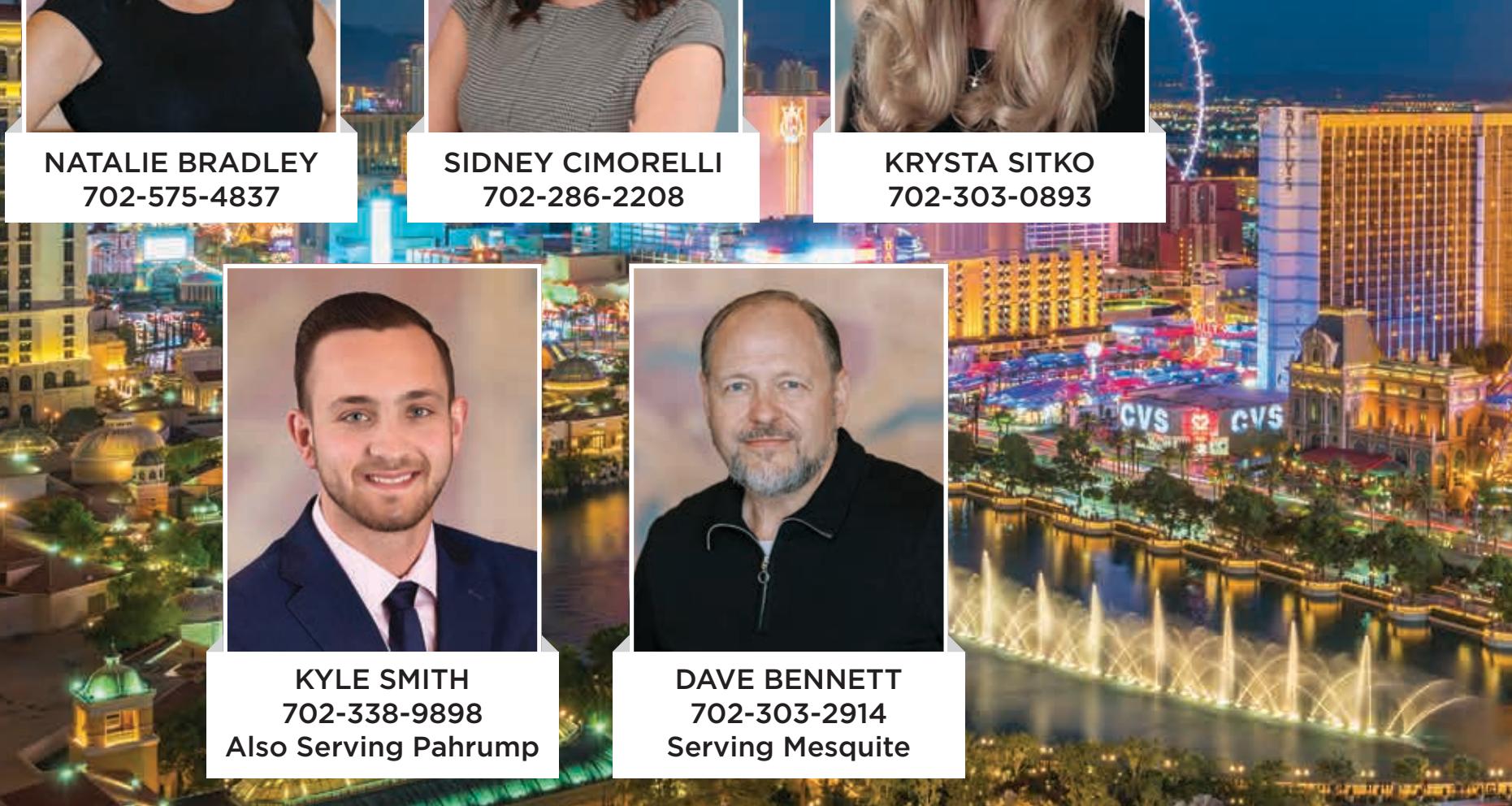
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WHAT IS LAS VEGAS REAL PRODUCERS?

Real Producers started in Indianapolis in 2015 and is now in over 100 markets across the nation and spreading rapidly. *Las Vegas Real Producers* launched in July 2019.

Name a large city and we are there or will be soon! In every market, we take the Top 500 agents, based on the MLS production, and we build an exclusive magazine around those agents.

We share their stories, successes, market trends, upcoming events — really, anything that will connect, inform and inspire, we put in the monthly publication. We strive to inform and inspire the top producing real estate agents in the local market and connect them socially.

The secondary focus is to provide an avenue for our affiliate partners to create relationships with these top performers on a level that they might not be able to achieve on their own.

Q: Who receives Las Vegas Real Producers magazine?
The top 500 agents in Las Vegas from the previous year. We pull the MLS numbers (by volume) from the previous year.. in this case, volume sold in 2021. Approximately 20,000 agents are licensed in this territory. We cut the list off at #500, and the distribution was born. The 2021 Top 500 cut-off is \$10 million. The list will reset at the end of every year and will continue to update annually.

Q: What is the process for being featured in this magazine?
It's really simple — every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate REALTORS®. We will consider anyone brought to our attention who is in the Top 500 because we don't know everyone's story, so we need your help to learn about them.

A nomination currently looks like this: You email our publisher Kevin Kerata at kevin.kerata@realproducersmag.com with the subject line, "Nomination: (Name of Nominee)."

Please explain why you are nominating them to be featured. It could be they have an amazing story that needs to be told — perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way, etc. The next step is an interview with us to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writer to conduct an interview to write the article and for our photographers to schedule a photo shoot.

Q: What does it cost a REALTOR®/team to be featured?
Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of real producers.

Q: Who are the Preferred Partners?

Anyone listed as a "preferred partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One of many of the top agents has recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best REALTORS® in the area but the best affiliates, as well, so we can grow stronger together.

Q: How can I recommend a Preferred Partner?

A: If you know and want to recommend a local business that works with top REALTORS®, please email our owner to let us know at mike.maletich@realproducersmag.com

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2021

BY THE NUMBERS

HERE'S WHAT LAS VEGAS' TOP 500 AGENTS SOLD...

29,563



TOTAL TRANSACTIONS

\$ \$15,004,291,782

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15,471

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TRANSACTIONS



12,977

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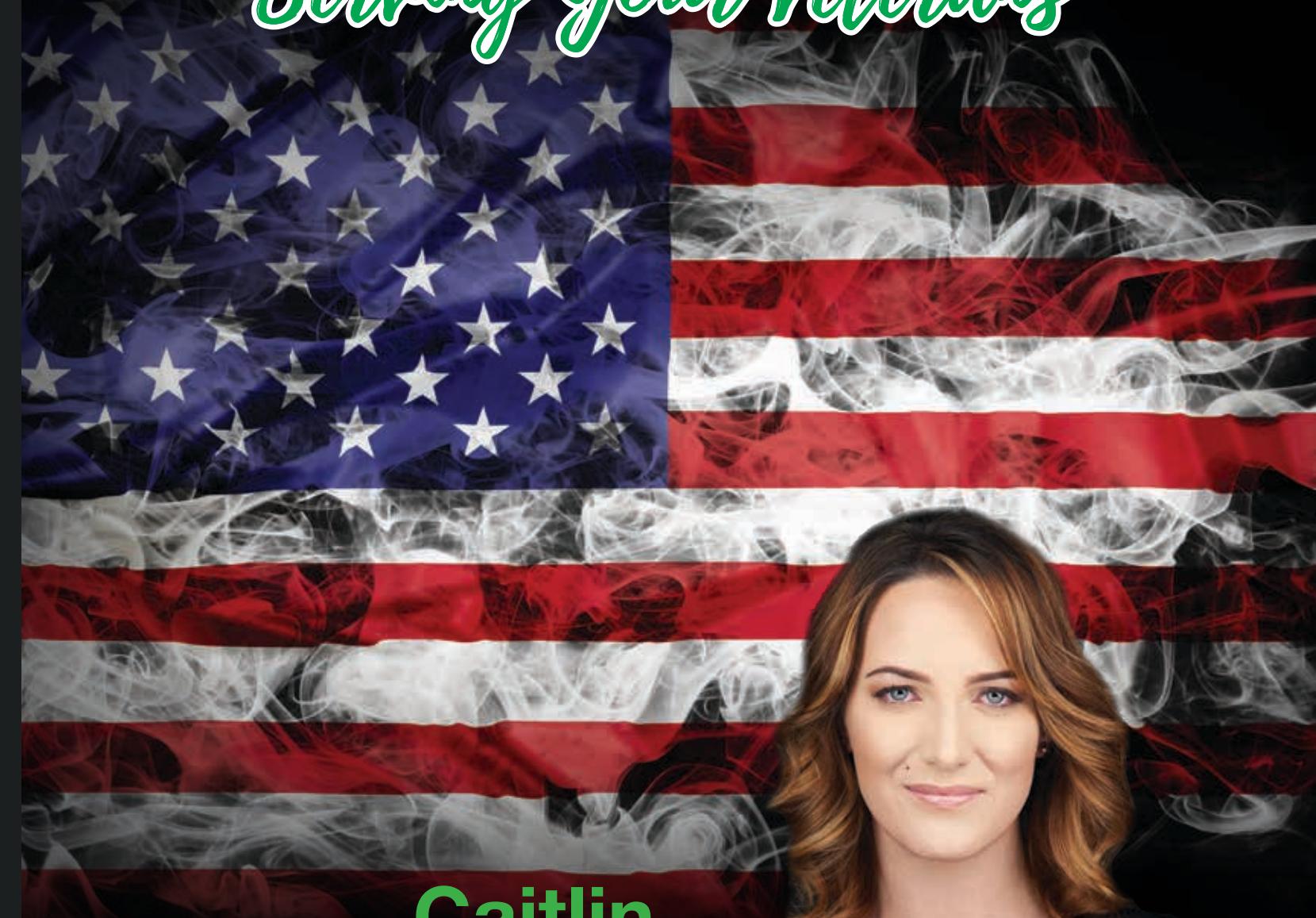
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RICK TURLEY

► cover agent

Written by **Chris Menezes**
Photography by **Chernogorov Photography**



LIFEGUARD ARENA
IN HENDERSON



PEOPLE FIRST

“Keep yourself centered on others and good things will come to you.” – Rick Turley.

For as long as Rick Turley has been running businesses (and he’s been doing it for quite some time), he has always kept people at the center. From owning a furniture factory that makes mission revival wood furniture, on both coasts, and managing the construction side of his brother’s real estate business in Monrovia, California where he grew up, to running his own real estate business in Las Vegas, Rick has always been about giving people the best.

And still today, when it comes to building the Turley Team with Platinum Real Estate Professionals, Rick keeps people at the center – not his numbers or production. “I’m more focused on personality than productivity,” Rick says. “It’s important that our team is all on the same page, that we have the same character and the same systems. It keeps our brand consistent. Plus, the most successful people have an attitude of abundance, and I’m all about that.”

A statement that holds true to this day. Rick is always looking for a way to give and not take. He intentionally moved his business to a part of town that needed the most help, so he could begin rebuilding the area. He didn’t try to break into the luxury market or get his hands on the most expensive listing he could find. He’s a worker, and

he wanted to help people like himself – hard workers who could use a break.

That was Rick’s motto and outlook when he first moved to Las Vegas and decided to get his real estate license. He had been helping manage the construction side of his brother’s real estate company in California for nine years, doing everything from physically building homes to managing properties, when the housing market imploded.

At the height of the recession, Rick’s wife received a job opportunity in Las Vegas. With nothing to lose, they decided to take a leap of faith and head into the desert. Although they didn’t know anyone here, and there were more people leaving the real estate industry than entering, Rick resolved to get his real estate license and begin building his own business.

...



It's important that our team is all on the same page, that we have the same character and the same systems. It keeps our brand consistent.

**PLUS, THE MOST
SUCCESSFUL PEOPLE
HAVE AN ATTITUDE
OF ABUNDANCE, AND
I'M ALL ABOUT THAT.**



...

Rick knew that as long as he treated real estate like any other business, remaining organized and focused on delivering excellent customer service while building a trustworthy brand, then he'd do well. And he was right about that. Before he knew it, he was in the top 30 of the market and climbing. His average annual volume today is \$60+ million.

Rick's focus on serving others and putting people first was part of an intentional decision he made back in 1987, when he chose to change his life from one of alcoholism to sobriety. "I overcame my drinking by finding my worth in life, with both my business and my family," Rick explains.

Rick lives out that worth every day now. He dedicates that time to his wife of 36 years, their three kids, the Turley Team, and the work he does with Habitat for Humanity in the community.

"I love Habitat for Humanity," Rick says. "It just makes sense with my background in both building and real estate. I don't want to see anyone struggling for housing. And when the passion of my business can be carried into charity, it doesn't get any better than that."

When Rick wants to relax, he loves putting on a good baseball game or football game to watch. He also enjoys reading about world economics and finding new places to dine out.

Looking back at how far he has come, Rick is grateful for everything that has brought him to where he is today. And as he continues building his business by putting people first and giving back to the community, his level of gratitude and abundance will only continue to increase.



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Trish Williams



Written by Chris Menezes
Photography by Chernogorov Photography
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TAKING CONTROL OF LIFE

For years, Trish Williams knew she was doing well in real estate. She completed a lot of transactions and produced some big numbers, but she didn't feel successful. Because those big numbers came at a cost, and the price was time spent away from her family. It wasn't the type of life she wanted, so how could she consider it a success?

While Trish tried to implement different systems that could fit her lifestyle, they kept failing. The amount of business that was coming in was too much. Early in her career, she knew that the key to generating business for herself was building a strong and efficient database that she could use to maintain and develop relationships. As her business grew, managing that database became more challenging. She was like a plant that was outgrowing her pot.

To help leverage some of the work of keeping in contact with past clients, as well as clients that repeatedly sent referrals, she used social media. She started a VIP private group on Facebook for her clients, creating a place where she could

nurture all those relationships at once, doing things like weekly trivia, where the winner got a prize that she hand-delivers, monthly giveaways, and one major giveaway every six months for people who sent referrals...where the winner gets a 10oz bar of silver. A place where she could post encouragements, jokes, and recipes to cultivate engagement.

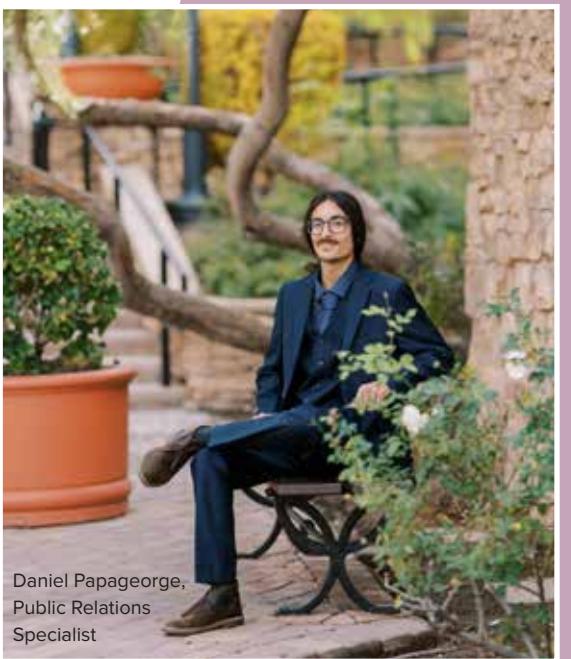
Trish had been in business for six years by the time 2020 came around. And since she didn't stop working during the shutdown but instead doubled down her efforts and created a podcast, a "Realty Check With Trish Williams," a local Las Vegas real estate news show, which grew exponentially. To the point where she had no choice but to hire more people, reorganize her business, and reclaim her life.

Trish had been at this for so long, coming up with systems for every facet of her business, to handle large volumes, that she didn't even have to bring that many more people on board. In fact, most agents don't believe her when she says she doesn't work most weekends, yet she operates primarily on referrals and only has two staff members and two showing agents on her team.

• • •



Lisa Burgess,
Executive Assistant



Daniel Papageorge,
Public Relations
Specialist



Tiana Carroll,
Showing Assistant

...

"I think the thought that many people have is that to be successful and do a large volume you have to work every day and become 'transactional,'

without the personal connection with clients. That is not true. Systems can make anything achievable. You just need to lay out the plan, schedule what you want out, and then plan a huge business around that," Trish explains.

While Trish has seen tremendous growth the past couple of years and has found a way to manage it quite well, she is not stopping there. Looking in the future long term she wants to build and develop properties with her husband. In doing so, she would be able to implement

...

“

I came from a very humble background, where most would feel there was no way out, or that success was not achievable.

I know that **SUCCESS** is a possibility for everyone, and it takes a lot of work and effort, but **ANYONE** at any time can change the direction of their life and become the person you've dreamed of being.

”



...

her background in the construction industry, her experience building custom homes, and her skills in specialty faux/texture art finishes that can be seen in many locations on the Las Vegas strip.

"I have a goal for us to work together in building homes and selling them," Trish explains. "In the short term, my biggest focus is on systems and leverage, and fine-tuning my team to be able to operate at a high level, while still providing the best customer service and client experiences possible."

Trish said one of the most defining moments in her life was when she met her husband. At the time she was a single mother, trying to make a better life for herself and her children. She had been without direction or purpose for some time and had resolved to put all that behind her and focus on accomplishing something great, rather than be stuck in a victim mindset and live with limits.

"I decided that anyone could achieve success and there was no reason why I couldn't go out and get it," Trish recalls. "My husband has

always been encouraging and supportive in everything I do and have done, even when it seemed crazy."

As Trish continues pursuing all her crazy dreams and goals, she says her main goal in life is to lead, inspire and make a difference in the world.

"I came from a very humble background, where most would feel there was no way out, or that success was not achievable. I know that success is a possibility for everyone, and it takes a lot of work and effort, but ANYONE at any time can change the direction of their life and become the person you've dreamed of being."



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sandee McDuffie

like a phoenix

"Fish go to the sea and entertainers go to Las Vegas," Sandee McDuffie often jokes.

As a lifelong entertainer and professional singer, Sandee was drawn to both places. The place she originally intended to land, however, was London. Born in New York, but raised in England, Sandee planned to get into the musical theatre profession in London but ended up on a cruise ship as the headline entertainer instead.

"As a professional singer on cruise ships, I've had the opportunity to travel to 45 countries across five continents. However, some of my biggest life-changing moments have taken place here in Las Vegas," Sandee says.

It was actually a life-changing moment that led Sandee to Las Vegas in the first

...



I truly and honestly just want to help people and build positive relationships. I'll hustle till my last breath to make something happen.



...

place. "I had a bad break up," she recalls. "I felt like I would have a better quality of life here. I ended up at the Venetian as a gondolier and fell in love with Vegas instantly."

While Sandee was extremely happy with her job and proud to have had a 25-year career as a professional singer, her ex-husband thought she would be good at real estate and kept telling her to get her license. She resisted, of course.

"He nagged me incessantly about it. Finally, I bought *him* all the study books and asked him to leave me alone," she laughs. "But then, in 2012, I had a hernia surgery and could no longer sing or work as a gondolier at the Venetian, so I used that time to put myself through real estate school."

Sandee was going through a divorce around the same time as well. Suddenly, she found herself single, with two boys under the age of five, about to start a new career in real estate, while trying to maintain her day job rowing boats and singing for tips, post-surgery. The childcare fees were more than what she was making from the casino, so she decided to just take a leap of faith into real estate full-time.

"It was definitely the darkest moment in my life, but I felt like I needed to go through that experience to rise like a phoenix from the ashes and grow into the person I was meant to be. I was in survival mode when I entered real estate and knew nothing about it – I just did what I was told to do. Being coachable and consistent has been a great asset to me in this business," Sandee explains.



...

Sandee joined Keller Williams Realty Southern Nevada when she first started and was introduced to Brian Buffini's system of calls, notes, and pop-bys, by one of her mentors, Jimmy Dague. She found that building relationships was a more relatable way of doing business for her than cold-calling FSBOs and expired listings. As her outlook and mindset shifted, she began cultivating a sustainable business – a business built on service to others, long-lasting relationships, and honest hard work.

"I truly and honestly just want to help people and build positive relationships. I'll hustle till my last breath to make something happen," Sandee emphasizes.

While Sandee has recently had some complications from a surgery, which left her with a disability, she has been able to lean on leverage in her business, to continue to move forward, while digging deep with her mindset, to not let her current situation define who she is.

"No one succeeds alone, and I certainly could not do this without Cara Conder, my amazing Executive Assistant. She is the wizard behind the curtain. I also have two wonderful coaches who keep me on track, keep me accountable, and inspire me to grow...Julie Gardner and Jacob Parrill," she says.

Outside of the business, Sandee enjoys hiking, yoga, mindfulness, meditation, taking weekend breaks, and vacationing with her two boys, Cameron and Connor. Although they love traveling to new places, they often go to Mexico to visit her parents who live there.

Although things aren't always easy, Sandee has nothing but gratitude for where she is today and wants little more than to just enjoy life. "My goal now is to be present in my life, with my family and my business, and to keep doing the work with my admin team to sustain what we've created. Ultimately, I want to live our mission statement: to positively influence the growth and quality of life for our families, community, and clients, while living a life by design.



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TISHARA cousino



life

Written by **Chris Menezes**
Photography by
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for the well-being of others

"I believe everyone is unique and has special gifts. We all come here with a purpose. It is our job to figure out what that is and share it with the world to help others and become the best and highest versions of ourselves." – Tishara Cousino

Tishara's special gift is her ability to put her whole heart into everything she does. The passion she brings to helping people live better lives, both inside and outside of real estate, whether client, agent, acquaintance, or just someone in need, has given her the nickname T.L.C., and not just because it's her initials, but because she lives her purpose every day as both a real estate agent and a naturopathic medicine practitioner.

Naturopathic medicine was a huge interest of Tishara's long before she even entered real estate. She first became interested in healing, energy, and herbs/nutrition as a teenager growing up in Las Vegas. She was also very much into the arts, being involved with dance and theatre in school, and was discovered by Paul Marciano (Guess Jeans founder) as a model while studying naturopathic medicine.

As Tishara began making money modeling, the first thing she did was buy a house. She had wanted to buy a house ever since she was a kid and always told herself the first chance she got to do it, she would. So, at 19 years old, she bought her first home. She then started investing and the more she invested in real estate, the more she became passionate about it.

By the time Tishara was 26 years old (in 2005), she wanted to do something more impactful with her life. Although she enjoyed modeling, she also recognized the toxicity within the industry and wanted to get out.

"While I found success in the industry, it was also affecting me; I wasn't healthy and the industry can be hard to stay in long term with how toxic it is."

That's when Tishara decided to pursue her childhood passion for real estate and become a real estate agent. "Monopoly was my favorite game growing up," Tishara jokes. "I love the endless possibilities of real estate, and helping people not just find a house, but their home. I also love helping my clients make money, grow their real estate portfolio, and build long-term generational wealth for their families. It feels good to be a part of that, to be able to impact people's financial success and growth. I take a lot of pride and care in how I treat my clients."

...

“*My mission is to contribute to the global and social evolution of our planet by improving the health, wellbeing, and quality of life of each individual I work with, to inspire and empower them to live a healthy, happy, positive life, so they can express their greatest human potential.*
”



...

Tishara has built an incredible business over the past 17 years. Fully committed to being a “beacon of light and support” not only for her clients but for other agents in the industry and community at large. Tishara was also recently recognized among the Top 25 Women in Nevada Real Estate.

In addition to real estate, Tishara still commits much of her time and energy to naturopathic medicine. She has traveled the world, including deep into the Amazon rainforest, studying with authentic shamans and medicine men/women, learning about healing and sacred sacraments from different cultures/traditions, all to bring back to the States. In fact, she was one of only a handful of people to first bring Kambo to the United States and the first practitioner to bring it to Las Vegas.

“My journey to learn about different alternative modalities to heal the body, mind, and soul, to help others and myself was the linchpin to finding a medicine from the Amazon,” Tishara says. “As a Master Practitioner, people come to see me from all over the world to help them. I am one of the few practitioners that will take on heavy chronic illness cases.”

As Tishara continues her work, both inside and outside of real estate, there is no doubt she will contribute to the well being of many, not just here in Las Vegas, but the world, as she continues her mission:

“My mission is to contribute to the global and social evolution of our planet by improving the health, wellbeing, and quality of life of each individual I work with, to inspire and empower them to live a healthy, happy, positive life, so they can express their greatest human potential. While it’s good to make money, it’s important to help others and give back where and when you can.”

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Kimberly McMahon

► REALTOR® niche



Changing Lives One Home at a Time

Written by Chris Menezes | Photography by Chernogorov Photography | Photographed at Pulte Homes at Carmel Cliffs

A person of diverse talents and experiences, Kimberly McMahon has lived quite an adventurous life. Having traveled all over the world and lived in several different places, Kimberly is fluent in Japanese, spent 11 years in the Army, served 21.5 years with the Las Vegas Metropolitan Police Department, and has built a real estate business that primarily focuses on the international marketplace...a perfect niche for someone as decorated with experiences as she.

Kimberly set forth on her life adventure at a young age, after growing up on the Nez Perce reservation with no phone or electricity for a long time. With an overwhelming feeling of having to get out and explore the world, she signed up to be a Rotary International Exchange student as a teenager and ended up in Australia.

She then moved to Portland, OR, to attend Pacific University, where she earned her bachelor's degree in accounting and Japanese, and (fun fact) became the runner-up for Miss

USA Oregon. As a self-proclaimed "poor college student," Kimberly moved to Las Vegas after graduation to "take a little break" before starting her career. She liked it so much, however, she decided to stay and got a job at the Golden Nugget as a food and beverage cost accountant.

While working at the Golden Nugget, Kimberly was approached by Army recruits nearly every day, which eventually prompted her to join the military in 1999. She then joined the Las Vegas Metropolitan Police Department just a year later. Then, as if working in the Army and the Police Force wasn't enough to do at one time, Kimberly obtained her real estate license in 2002.

"I had always wanted to be a real estate agent, even growing up," Kimberly explains. "But what made me take the plunge was when I was looking for a home and the agent kept taking me to places that did not fit my criteria and wasted my time. I felt like I was just a transaction to her and said I can do much better!"

With two full-time jobs, Kimberly committed to building a real estate business as well and joined a team. After some time, however, she felt being on a team wasn't for her and went out on her own.

While Kimberly had to do a lot of navigating to make all three of her careers work together, while also being married and raising three kids, she said the flexibility real estate provided helped tremendously. Especially after the 2008 crash, when she had to pivot and completely change her business model. The real game-changer for her real estate career, however, was when she decided to get a coach, something she wished she had done from the beginning.

After 11 years in the Army, Kimberly ended her military career as a drill sergeant in 2010. She continued her career with LVMPD, however, working at the Clark County Detention Center, and earned her master's degree in crisis emergency management at the University of Nevada, Vegas in 2014. Reaching a new level in her real estate business, she decided to end her career



as a lieutenant with the police department just last year, after 21.5 years of service.

With all her time and energy now devoted to real estate, Kimberly is pouring everything she has into her business – Las Vegas World of Homes with Jason Mitchell Real Estate. Her purpose and commitment to service remain unchanged and are more focused now than ever. Her ultimate mission, and the slogan to her business, is “Changing Lives One Home at Time,” and she intends to be continuing just that.

“I am passionate about what I do,” she says. “Through education, understanding, and

helping people in the international marketplace, as well as my continued involvement with the Rotary and Youth Exchange Program, I am focused on creating more peace in the world, one person, one experience, and one home at a time. If you know of anyone interested in studying abroad for a year, please reach out.”

Kimberly with husband, Shaun, who she lovingly jokes is her Driver and Assistant





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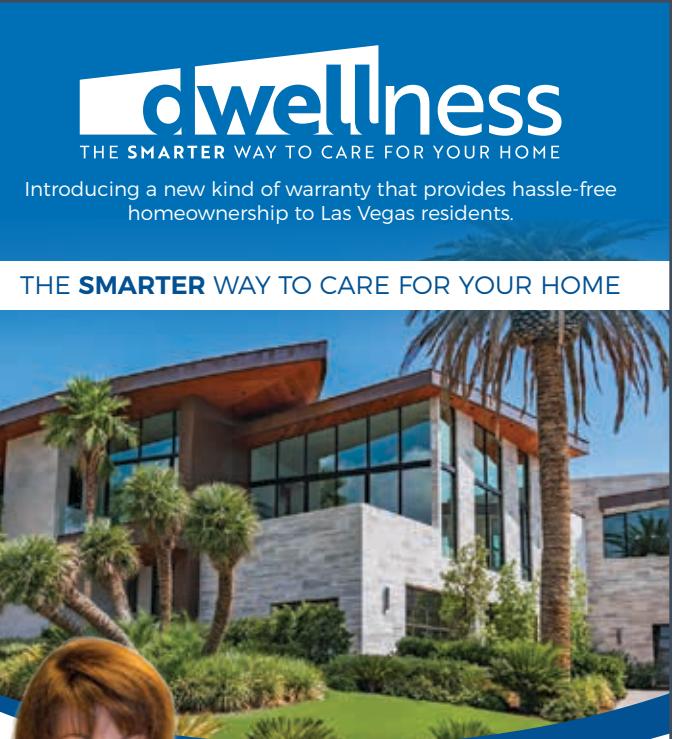
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