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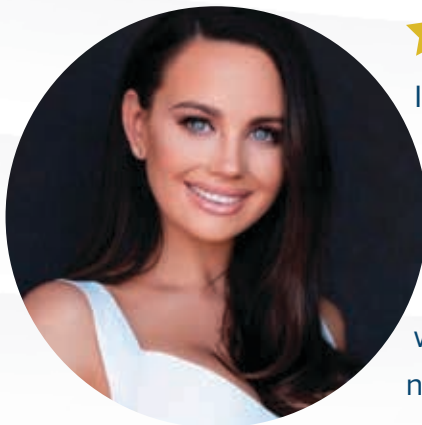


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announcement

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 REALTORS®, based on the MLS production, and we build an exclusive PLATFORM (magazine and networking events) around those REALTORS®,

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 REALTORS® 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 they might not be able to achieve on their own.

Q: Who Receives Las Vegas Real Producers Magazine?

The top 500 REALTORS® in Las Vegas from the previous year. We pull the MLS numbers (by volume) from the previous year.. in this case, volume sold in 2022. Approximately 20,000 agents are licensed in this territory. We cut the list off at #500, and the distribution was born. 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@n2co.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 REALTORS® 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@n2co.com

We look forward to hearing from you and/or seeing you at one of our amazing events in 2023!

Las Vegas Real Producers Team!



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2022

BY THE NUMBERS

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►► cover agent

Aaron TAYLOR

— between the ears —

Written by Kendra Woodward • Photography by Chernogorov Photography

The Real Estate Guy

From stocking shelves to stacking houses, Aaron Taylor has made great strides in his nearly three decades as a real estate agent. And as time has proven, he's only gotten better with age.

Born and raised in San Diego, Aaron spent the first 20 years of life developing and growing as a person. "I try to grow from the challenges and pitfalls in my life," he says. "I grew from the negatives. Everything I've done has sculpted me and changed me."

As a young adult, Aaron would sell wicker and ratan at swap meets. "I was always working," he says. He also had a newspaper route, worked as a stockhand and ran shoe stores for Kennyshoes. Admittedly, he says he learned how to understand customers, build relationships with employees, and sell through those positions.

At age 31, Aaron took the step into real estate and nearly three decades later he's conquered sales, investing, property management, flipping, and designing all of the systems to keep his business running smoothly. "All of our systems that we have here on our team, are designed to help the client," Aaron admits.

"The more money we give people and the more we help them meet their goals, the more I get back as a person. We offer cash advances, help with expenses and updating their home, and offer attorney representation if people are upside down on their property. Everything is designed to help the client. We even buy houses that are distressed, if needed as a last resort."





Now almost 60, Aaron has learned that his mind holds the power to a successful future. “I know now at my age, that without a doubt, what I think of in my head, those moments when your mind wanders, those things come true. In the morning and evening you have your most powerful thoughts,” he says. Admittedly he says it took him a while to understand that concept. He hit his low in 2010 and didn’t have a dime to his name. But over the last 13 years, he’s transitioned into a mindset of giving without expecting anything in return. A power that anyone can tap into. A power that returns back to you tenfold.

At one point, Aaron’s team spanned 13 offices across seven states. Once he started putting his team first, everything grew on its own. He now leads a team of 25 agents, four transaction coordinators, a marketing director, assistant, project manager, and property manager. All of them have been with him for a decade or more.

Locally he’s known as “The Real Estate Guy” ... “I’ve been marketing that brand for years,” Aaron says. “Everyone knows who we are because of that name. We are very good at branding and marketing, and have the biggest top producing agents in their respective areas.”

In the last 10 years, Aaron started focusing his efforts even more so onto community involvement. He explains that agents have to have a passion for the business and the community they serve. As he says, “it’s not about selling and buying houses, that’s third on the list.”

As of late, Aaron’s career has taken yet another turn...towards public speaking. He even has a hypnotist set to start speaking alongside him. “We talk about life and being happy. Being grateful. Dominant thoughts. Personal mindset and growth.” He continues to explain how what you truly believe most, is the information between your own ears, and explains how vision boards, meditation,



“The more money we give people and the more we help them meet their goals, the more I get back as a person. We offer cash advances, help with expenses and updating their home, and offer attorney representation if people are upside down on their property. Everything is designed to help the client.”

manifestation, and hypnosis are all great tools in obtaining your own personal goals. “Most of my energy is drawn there these days. To help agents improve their personal life, and their business will grow from that.”

Part of this mindset, he explains, is taking knowledge from every interaction. “What I throw out, I absorb, and I share. Opportunity is all over the place. I realized early on that I’m never the smartest person in the room. I always listen and learn, and understand others’ opinions and how they think. I have to be able to empathize and put myself in someone else’s shoes.”

Excited for the future, Aaron is focused now on helping his clients maneuver through real estate transactions with ease, and comforting them by helping them understand the process. “I’m very serious about my job,” he admits. “I’m knowledgeable from construction to title. I’ve become a huge asset to folks. People gravitate towards that. They come to me for help and I enjoy helping them. I don’t have a work life, this is just who I am. I have a schedule with both my personal and professional goals, but I live ‘The Real Estate Guy’.”

Some advice Aaron offered to his younger self was this, “You can’t rush the process. It’s impossible. You need to listen and learn from your mistakes and experiences in order to grow. I was always a hard worker, but there’s no short cuts for experience. Enjoy the ride. Don’t stress. As you get older, you’re going to be an amazing person. You’re going to love yourself and people are going to love you.”



MARTIN & DREW MAPES ERRA

**UNITS MOVING & PORTABLE
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PORTABLE STORAGE MADE EASY!

Written by Kendra Woodward • Photography by Chernogorov Photography



DETERMINED TO FIND A BUSINESS THAT HE COULD MANAGE AND OWN, MARTIN MAPES TOOK A CHANCE ON A LONG TIME AGREEMENT HE MADE WITH HIS SISTER AND RAN WITH IT.

Originally from Sioux Falls, South Dakota, Martin ran and operated a large restoration company in Omaha, Nebraska for most of his adult career. However, with a determination to eventually own his own business, Martin made the most of a bet, or agreement, he had with his twin sister, Melissa. The long standing deal he made with his sister was to move somewhere warm if his kids also did. And upon graduation, that's exactly what happened...the kids moved out.

"That happened right before COVID," he says. So he and his brother-in-law, Drew Erra, worked with a franchise broker and business broker, to decide what to do. "Looking at books, and with COVID, there were so many variables. So, we decided to start a business from ground zero. I analyzed a couple businesses and this seemed like it would fit our goals," Martin explains.

"Drew was looking for a franchise that had a lot of tax advantages for right-offs and I wanted a business with low employee overhead." He knew UNITS of Las Vegas would take a little while to get up on its feet, especially starting out in a new market with only five employees. However, he had faith that once things got rolling, the business would pretty much run itself. "It's pretty self sustaining," he admits. "Customers try to make it complicated, but it really isn't."



“

UNITS MOVING & PORTABLE STORAGE, WHERE PORTABLE STORAGE IS MADE EASY...AND WE REALLY DO MAKE IT EASY.

“UNITS Las Vegas is the first business partnership that’s worked for me over the years,” Martin admits. “Because Drew completely trusts me. My business partner has no operational involvement, he’s finance only. He used to run large health systems and now works for AON (a large insurance company). He was used to selling to large hospitals and such.”

The biggest obstacle Martin has faced with the company is branding. “Everyone knows PODS,” he chuckles. “As a result of that, I spend a bit of my time at networking events, getting to meet and educate people on UNITS. Most people have never heard of us. I spend a chunk of my time just meeting people and I enjoy that.”

When Martin is at home, he takes great pride having followed his daughters on their journey to a new state. Both Madison and Michaela are M&A Attorneys, living in Orange County, and one of them even works for Meta. In work, Martin’s only goal is to serve his clients with simple and effective service. As he likes to say, “UNITS Moving & Portable Storage, where portable storage is made easy...and we really do make it easy.”



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Growth Through Giving

With a focus on the betterment of others, Michelle Bush knows all too well the satisfaction that comes with helping others succeed in life. Whether it's through giving back to numerous organizations, making systems and tools more accessible for her team members, or her ability to help others gain generational wealth through property, Michelle is proof that you can achieve whatever you put your mind to.

“It's imperative that agents have a strong foundation in mental and physical health, this business will chew you up and spit you out if you don't.

Born and raised in Vegas, Michelle admits it was her father's service in the Army and living overseas in Germany that had the biggest impact on who she became as a person. Her father, Steve, was stationed there for 10 years during his service in the Army, which meant Michelle spent second through seventh grade growing up there.

Working with a local real estate developer from ages 16-20, Michelle found her calling in real estate, got licensed, and ended up in a vast variety of real estate activities including running a few teams. “Honestly, I saw

the world had money,” she admits. “I was never exposed to that, but working with the developers and seeing the millions of dollars in transactions while dealing with those agents....I realized I wanted to create generational wealth for my family. That's my goal. And to teach others how to do it as well through home ownership and real estate investment properties.”

She continued her passion throughout 2008 when she dove into new home sales as a builder representative, then moved on to representing investors at the auction from 2009 to 2011, all while beginning to develop her own

real estate team and running an auto detailing business with her husband, David, on the side.

It wasn't until 2013 when David decided to get his license, partner with the team, and focus on real estate with Michelle. "His amazing ability to meet, connect, and help clients navigate their needs made it an obvious partnership," Michelle says. David helps develop the agents in daily lead and live sales training. "His passion for helping others is the exact reason I knew he was the perfect partner for me in developing this team."

Throughout it all, after 23 years in the industry, Michelle started to notice a trend emerging. Something that gave her an interesting perspective on the industry she cares so much about - mental and physical health, along with the effects of alcohol in the industry and the many relationships around her. It was a difficult concept to navigate once Michelle realized the clutch it had on her and so many around her...when seemingly every event was centered around drinking like happy hours, and wine and dines.



Don't compare yourself to others. With this industry, there's always someone with a higher volume or more followers. Focus on you!

"I realized I wasn't displaying the professional persona I wanted to be in that environment," Michelle admits. So, she made the commitment to drop it completely and focus on building a strong foundation in mental and physical health. "It's imperative that agents have a strong foundation in mental and physical health, this business will chew you up and spit you out if you don't." The 15 Point Plan Podcast has forever changed her life Michelle proclaims, "It really has given me the daily steps to be strong, for not only myself but also for my family and team."

Throughout her career however, Michelle discovered a joy for helping others, both human and animal alike, and has since dedicated her life and career to just that. Often described as "willing to help people", Michelle's friends and family noticed she would hand out food to the homeless, and was always looking to save animals or rescue animals off the street. "I feel like I do the same thing in my career...giving people direction," Michelle says.

Today, a major focus for Michelle continues to be helping others. She is a big supporter of the Animal Health Alliance, Henderson Animal Shelter, Free International (human sex trafficking organization), Just One Project, LVR community outreach, Green Valley Christian



Church, KW Cares (a nonprofit through Keller Williams) where she is a contributor, VAREP (Veterans Association of Real Estate Professionals), and many more local organizations.

"Through VAREP we, as local real estate professionals, stay informed on current VA guidelines and help Veterans use their benefits to buy a home," Michelle explains. "That's where wanting to be in real estate really came from. After moving around with the military and then moving back to the states and living with my grandparents, we never

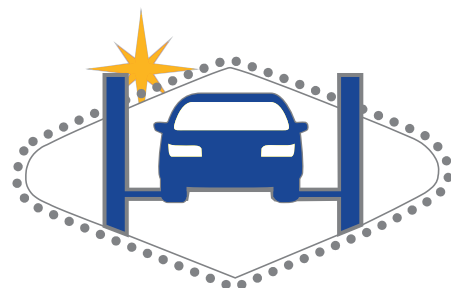
really had a home of our own. Seeing how the VA benefits are not taught to our Veterans really bothered me."

Michelle also has a continued commitment to helping her team succeed, and accomplishes this through her partnership with PLACE as of 2020. "I was really lost developing my team and not having the right systems and tools," she says. "Partnering with the platform has helped me grow with coaching and developing agents."

In her free time, Michelle, David, and their three kids (Ciarrah, Clay, and Charleigh) enjoy going to Lake Mead, camping, and watching the Knights play. They also have three rescued Pit Bulls (Molly, Luna, and Kingsley), a guinea pig named Smores, and a tortoise named Squirt. Michelle also enjoys anything outdoors, hiking, dancing, and working out.

When it comes to finding your niche in the industry, she has this to offer, "Don't compare yourself to others. With this industry, there's always someone with a higher volume or more followers. Focus on you!" She admits focusing on yourself, mastering your database, and cultivating your sphere of influence are key factors in becoming successful in real estate.





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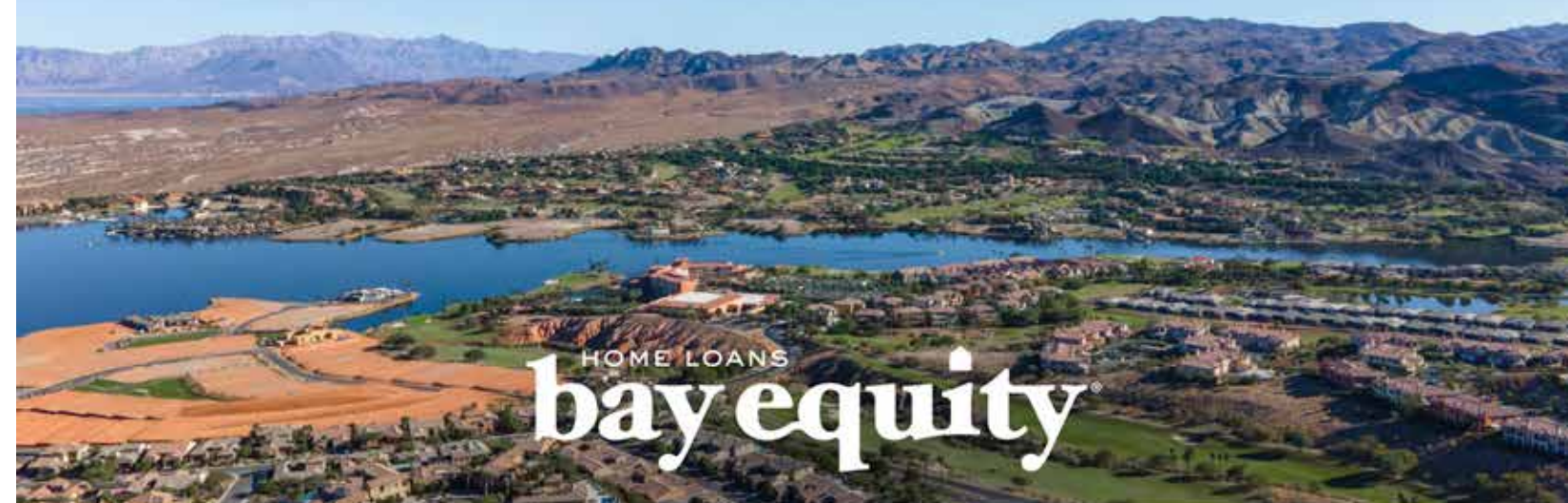
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» agent feature

MICHAEL MARINO

a plan for success

Written by **Kendra Woodward**
Photographed by **Chernogorov Photography**

From cultivating menus to cultivating dreams, Michael Marino is a chef turned REALTOR® that has found his groove in the real estate industry by leaning into technology and finding his clients the perfect home.

With a freshly printed culinary arts degree from Newbury College in Boston, Michael found his footing in Las Vegas and worked as a chef at several well known restaurants including two of Emeril Lagasse's restaurants - Delmonico Steakhouse in The Venetian and Emeril's New Orleans Fish House in the MGM Grand. He has also spent time under other James Beard award winning chefs like Chris Schlesinger and Charlie Trotter.

Originally from Boston, Michael moved to Vegas in 1998 in search of top tier experience with well known, high ranking, chefs. "I wanted to work with great chefs," he says. "I wanted a career in the

culinary arts. I didn't think I was going to stay in Las Vegas for very long so I continued to rent rather than own. Once I was offered the promotion from line cook to chef in 2001, I bought a condo." In the coming years, Michael continued to constantly learn about the real estate investing side of the business.

Before I became a REALTOR®, I purchased two properties and was about to buy my third. I then got my real estate license just for the sake of being able to buy properties and represent myself. As I got into it more and more, and got worn out being a chef, I made the decision to quit cooking and pursue real estate full time in 2005."

Michael's introduction into the industry was a tough pill to swallow as the market was artificially inflated by fake loans at the time. While he was building up his database, the market crashed, and while a large portion of agents were headed for the woods, Michael kept with it.

"I had to adapt and recreate what my job was going to be. It was short sales and foreclosures, which changed quickly. So I had to adjust expectations. I had to fight through the hard time not knowing it was going to last five years," he explains. Michael continued working nights in the front of the house in several Las Vegas steakhouses, and fought through the unstable market until everything settled down around 2015.

Now, instead of working alongside award winning chefs he works with buyers and investors daily, and admits how fulfilling his day is when he is able to help a client. Knowing that he, and his agents, are able to put to work the knowledge and experience they have at such high volumes, to use by helping their clients, is the greatest satisfaction of all. Michael admits his clients have so much trust in him, that he's even able to adjust their ideologies on location, to get them a home they never imagined they could own.

When it comes to working with investors, Michael enjoys catching up with them several years down the line, and hearing how happy they are on their returns. Oftentimes, he discovers his investors are earning far more than they expected. No matter the type of client however, Michael is most happy to be able to hand over the keys to someone's new home.

A huge gamechanger for Michael has been the evolution of technology. "Oddly enough, I went from pen and paper, to now working with a six computer screen setup," he explains. He also trains his fellow agents at Realty ONE Group on how to be efficient, dial in his calendar, and being smart at time management. "While in my last year of working two jobs in 2015, I found myself getting very busy going from selling around 15 homes a year, to 50-60 a year. I had to quit the old fashion way of pen and paper (having a planner), and move into digital and spreadsheets." Michael admits he wasted so much time



writing things down, now he just plugs everything into the computer.

With all the free time this new transition has made available to Michael, he admits he enjoys cooking, going out to enjoy new restaurants, throwing dinner parties with his wife, Jessika, and spending time with his cat, Truffles. "Being in the business (mortgage), Jessika understands that my hours are not 9-5, Monday-Friday," he says. "I don't have to worry about taking appointments at odd hours because she gets it and supports me 100%."

"The image that people associate with REALTORS® (whether on tv or flashy agents they see in magazines or on

social media) is far from what many real estate agents really are like. I'm almost the opposite, I do find a way to sell \$20M a year, but I do it the hard way...by selling 50 to 60 properties in the \$400K range, rather than selling 10 in the \$2M range.

So, for those just getting into the game, know that it's not all red carpets and fast cars...some days you'll walk into a house smelling like cat pee, with a broken air conditioner in the middle of the summer, or having to force out squatters. But handing over those keys and helping put a smile on your clients' faces makes it all worthwhile.



“
I had to adapt
and recreate what
my job was going
to be.”

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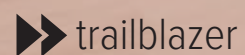
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Nicole Knobel

REAL ESTATE IS A FAST-PACED INDUSTRY AND OFTEN FEELS LIKE BEING ON A ROLLER COASTER. BUT FOR NICOLE KNOBEL (PRONOUNCED KAH-NOBLE) THE UPS AND DOWNS OF THE MARKET HAVE TAUGHT HER A LOT IN A SHORT PERIOD OF TIME AND HAVE SET HER ON A FAST TRACKED TRAJECTORY TOWARDS SUCCESS.

Written by **Kendra Woodward** • Photography by **Chernogorov Photography** • Additional Photography by **Bethany Paige Photography LLC**

While Nicole may have grown up in the San Francisco Bay Area and started her career out as a business owner of a chocolate company for 17 years, it was the last three years that really set things into motion for what her future would ultimately look like.

Shortly after making a transition to Vegas in 2018, Nicole's world crumbled and set off a series of events that would ultimately slingshot her career as an agent. "After the divorce, I was lost," she admits. But a conversation over a bottle of wine got the gears turning for Nicole and she decided to

sign up for real estate classes overnight. And within a month, she had passed her real estate exam.

Right out the gate, Nicole used her business background to tackle her new career strategically. In 2020, she took an entry level position as an admin for top producing agent, Dan Mumm, so that she would be well positioned to learn the business quickly. After six months, she was promoted to be the exclusive buyers agent on the team and went on to sell 29 homes her first year. With a vast amount of experience under her belt and client referrals

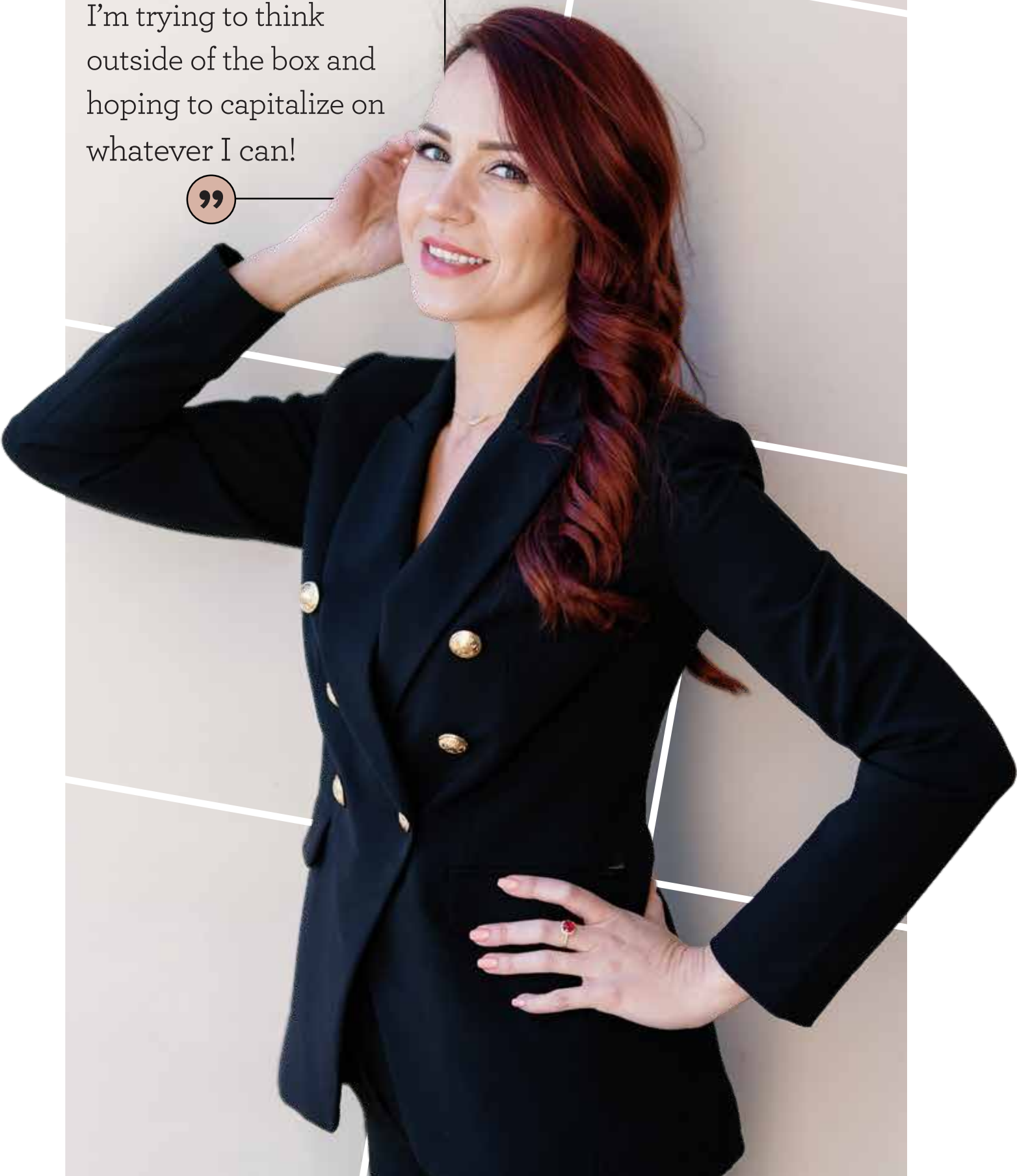
picking up, she left the team and was encouraged by her broker, Craig Tann, to stay at Huntington & Ellis as an independent agent.

Knowing that juggling her new business while being a single mother of three would be tough, she made a conscious effort to increase her average sales price, allowing her to work smarter and have more energy to invest into her family. She finished out the year with less transactions than the previous year, but almost doubled her GCI.

“

I’m trying to think outside of the box and hoping to capitalize on whatever I can!

”



Admittedly, 2022 was another turning point for Nicole in many ways. A time in which she shifted priorities, saying that it was her “year of family and love”. She met a phenomenal man, they moved in together, and her family of four became a family of eight! “We’re the Brady Bunch,” she jokes.

Now with a strong support system, the future is about to speed up yet again for Nicole, and she’s ready for it. She’s looking to break the Top 20 in her brokerage and she plans on doing it by increasing her sphere AND being a great mother.

“In the past, I always felt bad that I was missing opportunities with my kids while working, so this year I joined the school PTO and started a Facebook group in my neighborhood to organize family friendly meet-ups. Now, I get to be more involved with my children and their friends, and I get to build rapport with teachers and parents,” she explains. “It’s already paying dividends.”

Eventually Nicole would like to build a team. “Really it would be more of a collective,” she says. She envisions an office filled with like minded individuals, excellent communicators, and people who want to affect others lives in a positive way. Before she does that however, her plan is to increase her market share by forming unique partnerships with heavy hitters in the industry that are looking to phase out. “I’m trying to think outside of the box and hoping to capitalize on whatever I can!” she laughs.

With her sights set on making 2023 her best year yet, Nicole is excited to see what changes will come her way. For her, looking too far into the future can make things feel overwhelming. Instead of looking at the long road ahead, taking one step at a time feels right. “I’m focusing more on my inputs, not my outputs. Meaning, I don’t have a specific goal for the year (other than landing in the top 20 of course). I just know that if I invest time into my business and the relationships I have, amazing results will surely follow.”





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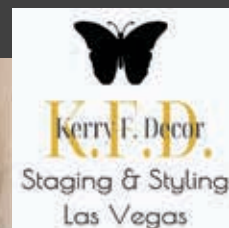


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