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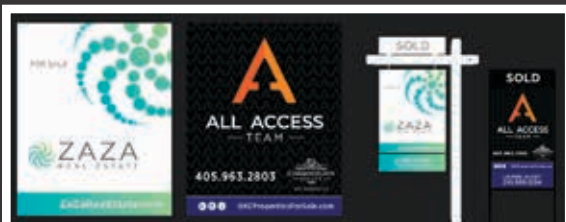
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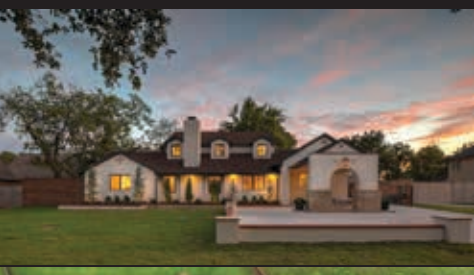


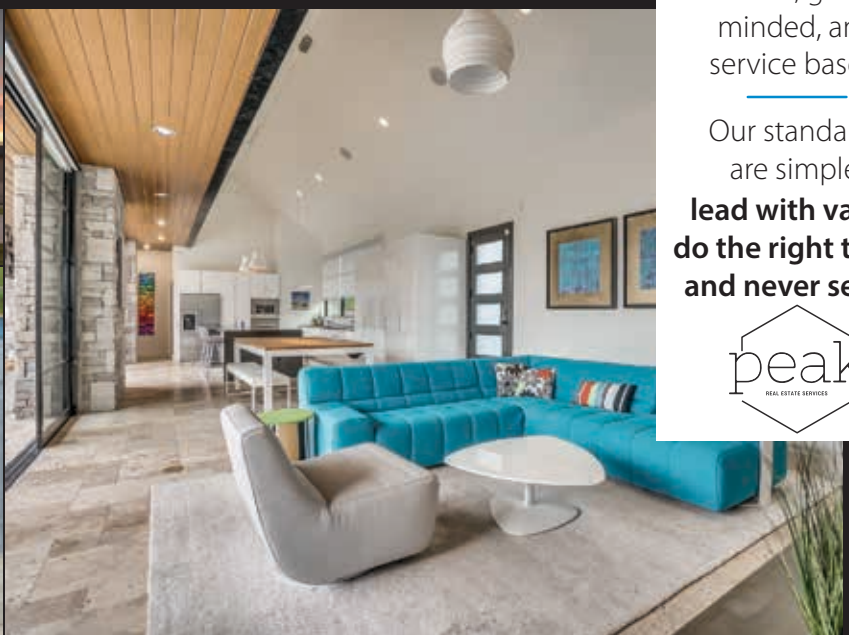
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When you do the right things consistently through time, good things will happen for you and those around you.

Laura Selby is one of those who brings that truth to life.

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“I love being able to have a positive impact on people. That’s why I’ve kept at it through the lows and highs. I don’t feel like I’m working,” Laura says. “I enjoy what I do. It’s very rewarding. I like seeing someone with a challenge and then helping them get the accomplishment of homeownership.”

First Steps

Laura remembers how the prospect of getting into real estate first came into view for her.

“My former mother-in-law was a top producing REALTOR®, and she told me I should get into the business,” Laura says. “I was nervous. So, I secretly took the test and passed.”

Gaining Ground

Like most who enter real estate, Laura went through a time of transition after getting her license and jumping into the business.

“I didn’t sell a house for the first six months. I was intimidated,” Laura remembers. “Then, I realized I’m here to help people and decided to dive in.”

Signs of Success

Laura’s accomplishments have been impressive.

In fact, she has been a top 500 producer for the past several years, as well as an Icon Agent with eXp Realty. But, beyond the numbers and accolades, she remains focused on the outcome.

“I don’t ever focus on the numbers,” she says. “I just try to help people no matter what the price point is.”

Wonderful Life

Laura treasures time with her family, including her son, Spencer, her bonus grandchildren, Everlie Rose and Cove Carter, and her granddaughter, Salter Shae.

Laura is driven by the desire to help her family.

“Definitely, 100 percent of my why is my son. I was a single mom and I wanted to give him a certain lifestyle and put him through college.”

In her free time, Laura looks forward to time spent with her family, including going to dinner and church with them.

When it comes to giving back to her community, Laura has a passion for supporting the Hispanic community and culture.

As she says, “I grew up going to Quinceaneras and being involved with the Latino Community Development Agency.”

Qualities of a Leader

Those who have a chance to work with Laura appreciate her passionate, honest and hard-working nature ... the way she is driven to help others achieve their goals.

Laura has faced definite challenges along the way, too. During a harrowing chapter, her house burned down. At the same time, she was still able to record a productive year, reaching her previous milestones.

“I’m very grateful for my referral partners and my repeat clients who have continued to work with me through time,” Laura says. “Without that, I wouldn’t have had such a blessed year.”

That’s the kind of resolve, hard work and steady influence that Laura continues to draw upon to help people make it to their new homes in life.



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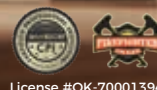
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Written by **Dave Danielson**
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That's the type of care and commitment you experience when you partner with Executive Lending Group. Recently, we had the chance to talk with Branch Managers Mark & Keitha McEvers, as well as some of their team members, Mortgage Loan Originator Jordan Loruse and Mortgage Loan Originator Amanda Ross. In the process, they shared their insights on the business and the drive they have to serve.

Mark McEvers

When you talk with Mark McEvers, it's easy to see the immense pride he has in the way Executive Lending Group serves clients. "We enjoy working with our REALTOR® partners and we like to make sure it is a mutually beneficial partnership. We get a lot of walk-in business thanks to our store front location on I-35 in Edmond, as well as repeat business from our 22 years of closings. In turn, we refer business back to our referral partners. At the end of the day, it's about the relationships we have and the way we treat the people around us", Mark says.

When Mark thinks about the most rewarding aspects of the job, he emphasizes three categories that he truly feels privileged to serve, including veterans, first-time homebuyers and builders.

"With veterans, we work to help them lower their monthly costs and get them into a new home. With first-time homebuyers, people work 9 to 5 and they don't always have time to talk with a lender during business hours. We pride ourselves on being available evenings and weekends. With builders, we love working with them throughout the entire construction process on these new homes, including unique properties like barndominiums. We have a great system in place to make that process much easier for everyone."

Prior to getting into real estate, Mark was going through the process of purchasing a house. That loan officer at the time said, "You really should get into the mortgage business. You love working with people, and I think you would enjoy

this tremendously," Mark explains. "I thought long and hard about it and jumped into a job that pays straight commission. I jumped in, and 22 years later, I'm still loving it."

Away from work, Mark treasures time with his family, including his wife, Keitha, and their children — Kierra, Miranda and Dillion.

In their free time, Mark and Keitha have a passion for helping those in need, traveling, along with horseback riding, fishing and spending time with great friends. They have a place at Grand Lake where they love spending time. Plus, he and Keitha are certified scuba divers.

At the end of the day, Mark is proud of the impact they have on others.

"I work hard to ensure that when clients come to us, we educate them on process, loan programs and answers to all of their questions. We try to push files forward quickly with a goal of always being a week or two ahead of schedule. We make sure clients understand what they are getting into and are comfortable with those results," he says. "Clients know they are in good hands and often contact me after the closing regarding questions about their mortgage or even asking who to use for other services they may need. We love maintaining those relationships with them and their families."



Jordan Loruse

Jordan Loruse clearly has a passion for connecting with people and enjoying the journey with them through the process.

She smiles as she talks about the detailed process that Executive Lending Group follows with a great attention to detail, making her loan process quick and smooth for everyone. “The backend process and excellent communication is amazing, which really helps the loan officers here to excel and grow their business,” she says. “It also makes me feel good to know that we’re doing deals that others can’t. Making sure we get to the

closing table is the ultimate goal. We have a system in place that allows us to close early when requested and my referral partners really appreciate that. We aren’t stuck to banking hours. We will gladly work with clients evenings and weekends. Executive Lending Group offers a detailed training to help Mortgage Loan Originators truly understand the entire backend process that most loan officers don’t ever get trained on. This allows my knowledge base to truly show when working with and educating my clients. I believe that being highly educated in the business and offering mutually beneficial relationships to my referral partners sells my service in itself.”

Jordan remembers how she got into the business.

“I was dating Keitha and Marks’s next-door neighbor, my now husband, and got to know them. Keitha talked with me and said she thought I would be very good at this,” Jordan recalls. “Keitha had me to come to the office, showed me what they do, and taught me all about the business. I got my license and immediately fell in love with helping single moms and helping young people my age getting their first homes.”

Away from work, Jordan looks forward to time spent with her husband, Michael, and her daughter, Aspen. She enjoys playing Sudoku and likes shopping and wine-tasting.

Those who have the chance to work with Jordan appreciate her genuine care for their needs.

“That’s my hope ... that they know I care about them, their lives and what’s going on in their lives,” she says with a smile. “I want to leave a positive impact that creates a lasting friendship.”



Everyone here is about personal relationships and not the transaction. In the course of working with clients, you find out about them, their kids and their motivation for financing a home. It becomes personal.

Amanda Ross

Amanda first got into the business as a loan officer assistant. After a year and a half, she moved into work as a Loan Officer.

“That background is essential, and I got great experience because I was working with processors and underwriters,” Amanda says. “I saw the backend of the business, and that helps me be able to prepare for what information is needed and guidelines. I wanted to move to loan origination to have more control over working with buyers before they got under contract. When looking for the employer that was going to be a best fit for me, I was excited to find out my background is something Keitha and Mark McEvers look for when hiring loan officers.”

Prior to beginning her real estate journey, Amanda worked in marketing and had built a client base of more than 500 people.

“Being able to find that connection is important ... working with people who don’t feel they can get a loan and giving them the confidence to make homeownership a reality,” she says. “I remember in 2006 when I bought my first house. I think back to my first meeting with a lender for over an hour. I had a headache. I don’t want to ever make someone feel the same way.”

Amanda has deep gratitude for working in a role that she loves.

“Everyone here is about personal relationships and not the transaction. In the course of working with clients, you find out about them, their kids and their motivation for financing a home. It becomes personal. If there is a hiccup, I do everything I can to overcome those hurdles,” Amanda says. “Maybe a borrower isn’t in the best position to buy. We give them a plan for how they can get there and then consistently follow up and see how the plan is going to see if they’ve run into any other obstacles or when they are ready to go forward, improving our client success rate. For those that are ready and do not yet have a REALTOR®, we love referring them to one of our referral partners. This is something Executive Lending Group has really taught us to focus on, building beneficial relationships with both clients and referral partners.”

Family enriches Amanda’s life. She cherishes time spent with her husband, Quincy, and their two daughters—8-year-old daughter, Avery; and 6-year-old daughter, Riley.

In her free time, Amanda enjoys supporting her children in their school and sports activities, along with family vacations, and staying involved in the community.

As she says, “I like being involved in the community. When you are involved, you can see more needs and what you can do to help.”



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GRADY

CARTER

It's All About Relationships

Grady Carter was raised around the real estate and home-building business. His dad, Kent, was the president of Citywide Mortgage for several years, and Grady grew up watching his father grow his lending business.

Kent was active with the Oklahoma Mortgage Bankers Association and served as the president of the OMBA in 2013. That role allowed Grady to accompany his dad on five trips to Washington, DC, where Kent lobbied at the United States Capitol on behalf of Oklahoma mortgage lenders. These experiences were formative for Grady, offering him a deep connection with his dad as well as the real estate industry.

Despite his connection with the real estate industry and his father's encouragement to get licensed, Grady chose another path forward after graduating from college. Yet, real estate would eventually come back into his life.

"In college, I had this aversion to being a salesperson," he reflects honestly. "I feared people thinking I was inauthentic or pushy or anything like that. So, I avoided getting my license for a long time."

By 2012, Grady was living in Little Rock, Arkansas, running a small retail store. He began helping his mom with her house flipping business from afar, which roped him back into the real estate world. But this time, Grady recognized an opportunity for him to carve out his own path.

"She and I would hop on the phone at night and I'd help her with the numbers. I was ready to move back and be closer to family anyway, so this opportunity to work together was fascinating."

Grady returned to Oklahoma in December 2012 to work alongside his mom. As he assessed the real estate business from an adult perspective, he saw how many REALTORS® ran their business with integrity and a consultative approach. He recognized an opportunity to be of service to his community.

By the end of 2013, Grady got licensed, and he began actively selling the following year.

"I realized it could truly be done with trust and honesty."

Building a Business

Grady began his career at Metro Brokers of Oklahoma, where he learned the foundations of real estate. His then broker, Gwen Holmes Arveson, and others taught him how to sell real estate ethically and helped him get his business off the ground. By 2020, after six years with his real estate license, he was ready to take his business to the next level so his wife could join his operation. They went in search of the best training and resources they could find. That's when he transitioned to Keller Williams Realty Mulnix, the brokerage he felt gave him the best chance to run a high-powered real estate business.

Grady closed over 50 deals in 2020 and 2021, cementing his status as a top tier agent in Oklahoma. In 2022, his first year as a father, he closed 42 transactions for nearly \$24 million, including a few luxury deals for a well-known football coach that were a focus.

Grady runs a relational business. He prides himself on being a resource and a guide, not a salesman.

FUN FACT

"I love karaoke. If we're going to have a night out, I am likely looking up our options that have us ending up at karaoke. I've got a pretty mean falsetto. My go-to song is 'The Lion Sleeps Tonight.'"





“
I care about
people, whether
they like it or not.”

“At this point, it’s all about family. I’m a social guy, so once in a while, we’ll go to an event or see friends, but at this point in life, we’re together at home a lot more,” Grady says with a telling smile.

Grady and Mallory have a two-year-old miniature goldendoodle and live in the same neighborhood as his mom and two sisters. While Grady’s dad passed away after contracting COVID-19 in 2021, his memory lives on through Grady’s work and life.

“I’m a community-minded person. I have plans to be like my dad and stay involved in our community,” he says.

“Where a lot of people get their business from online leads, I prefer spending my time and money loving on my clients,” he explains. “We’re helpful. We love the people we work with, and that breeds more business.”

It’s All About Relationships

If there’s one thing Grady wants others to know, it’s how much he cares about the people in his life. That includes his clients, REALTOR® peers, friends, and family.

“I care about people, whether they like it or not. I want to take great care

of my clients and do my best to make sure that our industry remains a place where good people belong,” he says.

Grady’s wife, Mallory, joined him in real estate toward the end of 2020, leaving her teaching job to become his director of operations. In 2022, she stepped back from real estate as the couple welcomed their first child, Nora, to the world. The Carters hired Grady’s childhood friend, Lauren, in Mallory’s absence. Now that he’s a father, family has become more important than ever to Grady.

Grady is proud of his work in real estate, and he plans to grow his business for many years to come. Even more importantly, he’s devoted to his family, his community, and the pursuit of a happy life. His most meaningful goals are related to the type of person he wants to be.

“I am ambitious, but I really want to live a good life that’s super family and friend-focused... We don’t need tons of material wealth, and because I’m driven, I will have some. I want to travel and raise our child to be a sweet person. I want to create financial peace and fun experiences. I want to live a life filled with peace and joy.”



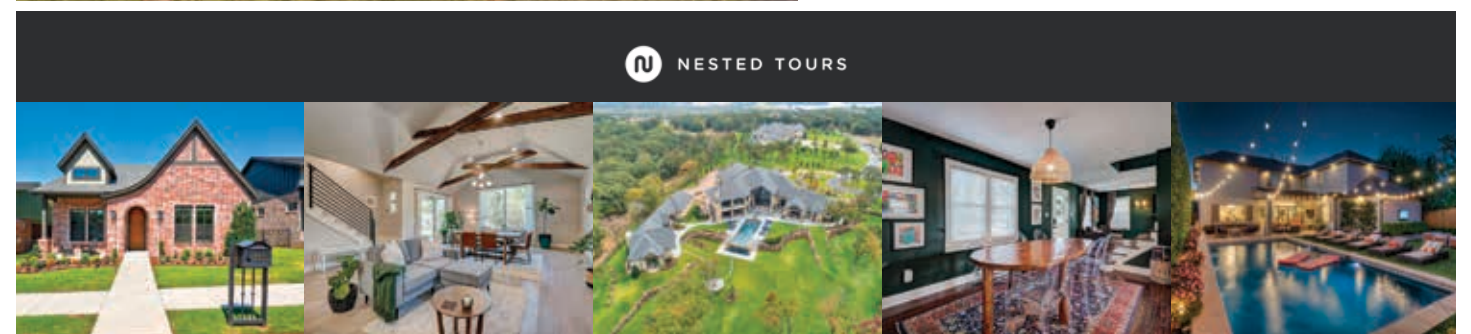
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Written by **Zach Cohen**
Photos by **Shawna McDuffie**, Peak RES

JENNIFER THE GIVER Gilchrest

“If you aren’t bringing others up with you, you simply aren’t living or experiencing the joy of what is meant to be.”
-Jennifer Gilchrest

Jennifer Gilchrest began her real estate career in 2017 with one simple goal — to help others.

“I was planning to work real estate part-time, but I found that we truly need good people that care about clients more than paychecks. I wanted to best protect them and ensure we put client needs ahead of our own,” Jennifer explains. “I decided I had to be full-time. It was my duty to take care of the people within our communities.”

The spirit of giving is central to Jennifer’s business as well as who she is as a person. By focusing on serving her community rather than being sales-focused, she experienced rapid growth in her business. She launched her career in 2017, went full-time in 2018, and started a team in 2019. In November 2020, she founded her own brokerage and real estate school at Platinum RE-CO.

“I’m genuine and realistic. I don’t overpromise. I educate the clients. My knowledge, plan, strategy, and trustworthiness have made me successful,” Jennifer says. “But most importantly, I’m a giver.”

The Road to Platinum RE-CO

Starting a team wasn’t Jennifer’s original intention, but she naturally found herself in a leadership role when she had more clients than she could effectively service.

“I didn’t intend to manage people. I just wanted to take care of clients myself and to enjoy the experience. I saw I had to provide the best care, so in November 2019, I formed a team,” Jennifer explains.

Currently, Jennifer’s team includes two other active agents, her daughters Lauren Brooke Brown and Autumn Davis. Jennifer is proud of her daughters’ work ethic. She says they study harder and outwork many others. Rounding out the team is Amber Tucker, chief of operations, who truly was instrumental in building the success of the brokerage and building their other businesses.

In November 2020, Jennifer founded the brokerage Platinum RE-CO, giving her the flexibility to serve her clients best. The brokerage has a culture of family, education, and growth. Their philosophy is simple — clients and community come first.

Jennifer’s strategy has been a winner; her team closed 103 transactions for just shy of \$33 million in 2022.



“REALTORS® just look at the numbers,” Jennifer says. “The numbers help define a tremendous difference in what we do, but these are simply figures and not the actual results of care for... our clients and their goals that we are focused on accomplishing. By accomplishing our clients’ goals, we can invest more into our communities and support those who may not otherwise receive the support they deserve.”

On Community and Family

Jennifer’s commitment to her family and community runs deep. She and her husband, Lee, have been married since 1995. Their daughters, Lauren and Autumn, each have children with another on the way. Jennifer prioritizes time with her grandkids, spending at least half a day each week with them.

“I love to play with them. That’s my favorite thing,” she beams. “The future for me is more time with the grandbabies and with family outside of work.”

In addition to her role as a REALTOR®, mother, wife, and grandma (or as her grandkids call her, GiGi), Jennifer wears several other hats. She continues to run a credit and payroll processing business, is a business consultant in the restaurant space, runs a development company, and is a life and business coach.

Jennifer also enjoys giving back to the community through countless local organizations and events. She has designed a financial literacy program for schools and at-risk youth which seeks to break the cycle of hardship and replace it with a cycle of generational prosperity. She regularly runs community events that support

children, local schools, parents, and others. In real estate, she offers free monthly Continuing Education classes and personalized coaching.

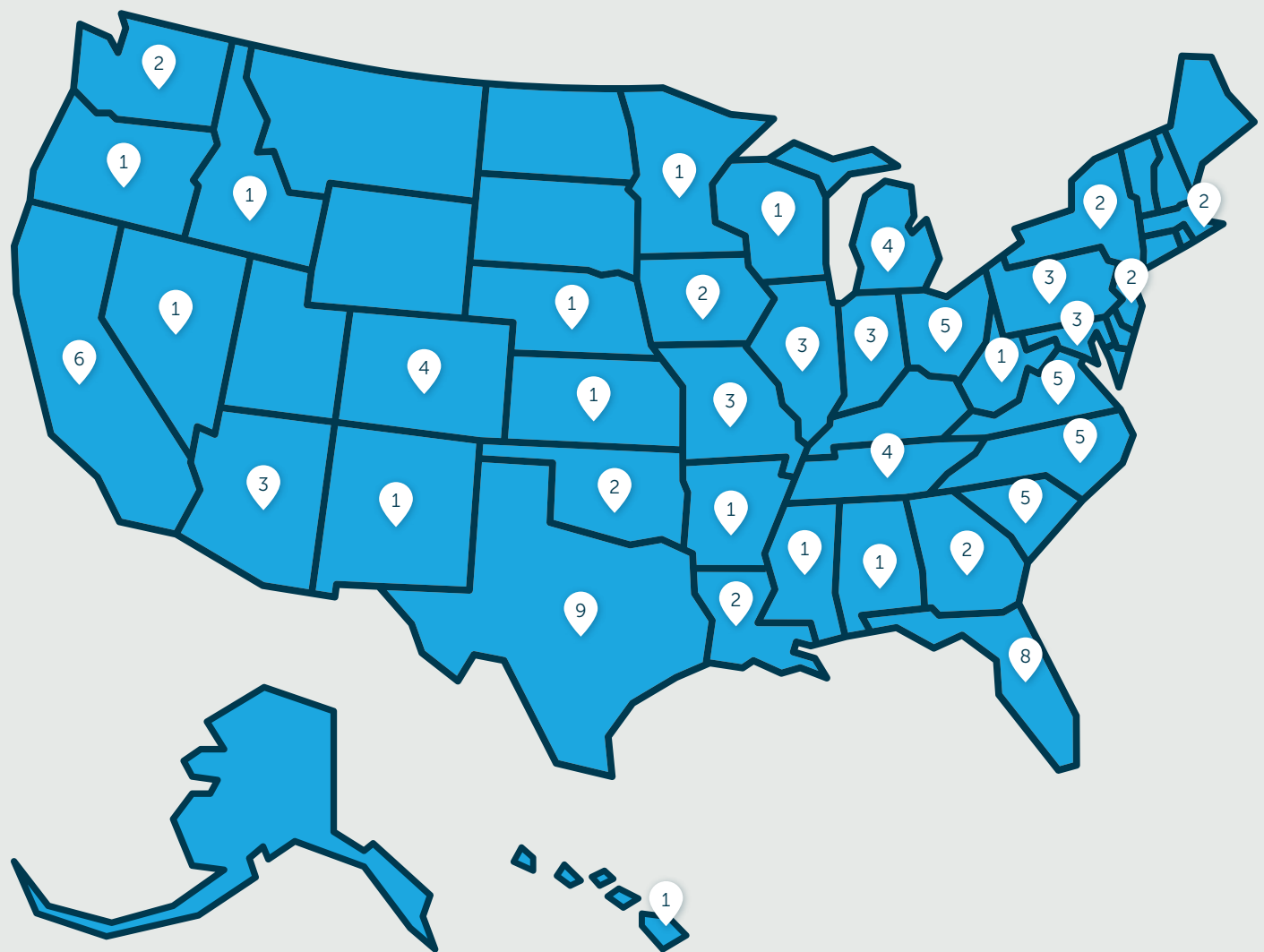
Jennifer’s real estate career began with the intent to serve, and that remains her primary motivation. She’s a giver by nature, so it’s no surprise that her only goal is to continue giving back to the community as much as possible.

“I want others to be hopeful... I give, support, and pay it forward. We support schools, chambers, communities, and children. I am an encourager. I am passionate about learning to become my best self and bringing out the same in others. My goal is to improve even just 1% daily. If you aren’t bringing others up with you, you simply aren’t living or experiencing the joy of what is meant to be.”

“ I’m genuine and realistic. I don’t overpromise. I educate the clients. My knowledge, plan, strategy, and trustworthiness have made me successful. But most importantly, I’m a giver.

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NEW DATE! FALL BALL AWARDS GALA — NOV. 9th

The Fall Ball Awards Gala is our BIGGEST event of the year, and this year, we need sponsorship commitments early! If you are interested in becoming a 2023 Fall Ball Sponsor, use the button below to submit a sponsorship inquiry form or email Kelly at kelly.kilmer@realproducersmag.com.

POP-UP EVENTS — DATES TBD

We will be doing 2-3 POP-UP events around the city this year. Stay tuned for details!



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April 2023

SPOTLIGHT

In our April Spotlight, we are featuring Elaina Smith! She gives us some insight into the roofing industry as a woman, marketing strategy and Ambassador Roofing as one of the sales crew.

Q: What advice would you give to women in typically male dominant industries, like roofing?

A: Don't make it about you and the fact that you are a woman! Each of us have our own strengths and weaknesses that we bring to the table. Be honest about those with yourself and work hard to get better at both. If you make it about being a woman then that's all you will be known for, and you are more than that. Be known and respected for what you do, not what you expect.

Q: What sets you apart from other sales reps in the industry?

A: The fact that I'm terrible at sales! I would much rather make a relationship than a sale which may seem strange but that's who I am and that's what you get with me. Real relationships are more valuable than all of the forced sales in the world.

Q: How do you market yourself?

A: I don't really see it as marketing myself so much as promoting Ambassador, of which I am one part of the team. It's easy to get into a "look at me" mentality but it takes the entire team to make our business work and grow. If I were to have a "marketing strategy" it would be that of empowerment and encouragement. Give people the tools and knowledge to understand the roofing process and their needs and hopefully they will trust me enough to call me in the future.

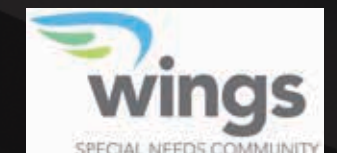
Q: What Non-Profit do you want people to know about?

A: The group I would love for people to know about and support is Wings, located in Edmond. They are an incredible community that enhances the lives of adults with developmental disabilities guided by Biblical principals.



ELAINA SMITH

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