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AGENT FEATURE:

Allie Moore

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The Townsend Team

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No Place Like Home Inspections

AUGUST 2023



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TABLE OF CONTENTS



07

Meet The
OKC Real
Producers
Team



10

Sponsor
Spotlight

No Place
Like Home
Inspections



12

Agent
Feature



18

Featured
Team



24

Cover
Story



29

Upcoming
Events
in 2023

RP

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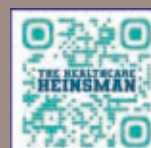
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THE POWER OF TEAMWORK

Pride in Those Around Him

Talking with Wade Svetgoff, it's very apparent the kind of pride he has in the people around him ... team members who bring experience and expertise to their work in a way that is easy to understand and helps move the transaction forward, not backward.

Today, Wade leads a team that includes four other inspectors besides himself (Marlin, Darren, Debra and Kevin), as well as a top-notch office staff (Tammy and Mariah).

"Our team dynamic is very cooperative. We love helping clients," Wade emphasizes.

"We work together well and meet on a regular basis. In the process, we have a strong desire to learn. It feels great to be surrounded by this team of professionals who continually work to improve themselves."

Marlin is a degreed Engineer who spent over a decade flipping and renovating houses, as well as inspecting homes.

"Marlin is very good at working with our flip inspections. Since he has worked in that world for so long, he is able to identify aspects that are unique to the flipping and renovation world," Wade says. "He is also a very technical person, so he pairs well with very detail-oriented people."

Darren also brings a world of experience to his work.

"Darren is fantastic. He has spent decades doing every individual home improvement project you can think of, and has built a house from the ground up." This experience makes him great at working with your average homeowner and walking through different projects."

Another seasoned pro on the team is Debra.

"Debra spent 30 years doing commercial construction, and the last 10 years or so, has been working on her own flips and renovations," Wade explains. "She is very good on the commercial side and talking with tradespeople and being very thorough."

Kevin is the newest inspector on the team.

"Kevin brings a lot to the table. He is a lieutenant with the Oklahoma City Fire Department and is a licensed paramedic," Wade says. "He is very good at knowing how to deliver news in the best way possible because he is very caring and is a great communicator. As part of that, he brings a strong sense of calm to every situation with people skills that are off the chart."

Tammy and Mariah also keep everything moving through their vital roles behind the scenes.

"They are two amazing young ladies. Tammy and Mariah do fantastic work and do an amazing job of keeping us moving in the right direction each day."

Total Engagement

Wade enjoys staying engaged with the real estate community in a number of ways, including through providing an ongoing menu of continuing education classes.

"I love teaching and spending time with agents. We are very education focused with the goal of raising the bar for everyone. Above all, we work together to make the deal happen. It's a team effort."

Positive Outcomes

As Wade says, people don't

necessarily remember all of the details from an interaction, but they do remember how you make them feel.

"With that in mind, we always want them to come away with a good feeling ... that they know more at the end of the inspection than they did before, and that they have confidence to move forward with their investment by us showing them solutions to any issues we may encounter."

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TO IMPROVE THEMSELVES.**
”

» agent feature

Written by **Dave Danielson**
Photos by **Shawna McDuffie**, Peak RES

all-in
achiever

ALLIE
MOORE

There are no dreams that are too big to have. The only question is whether a person has the drive and willingness to follow through to make them become reality.

That's a quality that Allie Moore exhibits.

Positive Impact

As a real estate agent with Modern Abode Realty, Allie is an all-in achiever when it comes to helping her clients cross the threshold into the next chapter in their lives.

"My love for what I do really begins with connecting with people. You spend so much time with them that they really become your friends," Allie says. "Transactions can be stressful, but we always get to the closing table laughing and smiling. Once it's all said and done, looking back and having the relationships, it means a lot to me to have repeat clients that come back."

Learning and Growing

Allie was born and raised in Tulsa. Coming from a large family, Allie came of age, completed high school, and then went on to earn her accounting and finance degrees from the University of Oklahoma.

While in school, she was part of a sorority and completed the JC Penney Leadership Program at the school.

As she recalls, "OU provided me with friends and great connections that ties the whole real estate direction together for me."

Allie got her start in real estate in 2018. Prior to that, she had worked in public

My love for what I do really begins with connecting with people.

accounting with Ernst and Young in Oklahoma City. During that time, she worked with a variety of clients in the oil and gas sector, as well as other industries.

Taking a New Direction

Eventually, Allie made the decision to be a stay-at-home mom with her children. Around five years ago, she made the decision to move into real estate.

"Growing up, I saw the example that my grandfather had set," Allie remembers. "He had started an insurance agency, and so I grew up knowing what it was like to be self-employed and have your own business ... and how hard you have to work to be successful."

Allie remembers being a bit nervous about making her transition into real estate at first.

"I didn't want to be super salesy and didn't want to be pushy about it. Thanks to my background and connections in OKC, I was able to grow the business pretty quickly," she remembers.

"People knew that I have accounting and finance degrees and trusted me to help them with their real estate needs. It was scary, but it has been one of the most rewarding things to have built this from the ground up."

You spend so much time with them that they really become your friends.

Sparkling Success

The signs of Allie's success have been plentiful. In fact, in 2022, she finished the year with around \$11 million in sales volume based on her work with clients in the OKC and Tulsa markets.

Family time is a truly enriching time for Allie. She looks forward to time spent with her husband of 16 years, Scott; and their children — 14-year-old Brooklyn, 10-year-old Bryce, and 7-year-old Blakely.

Looking back on her life and career, Allie is especially thankful for the important life lessons she learned from her parents.

"Growing up, they really stressed the importance of education and hard work," Allie emphasizes. "Going from an accounting and finance world to real estate and recreating myself, I appreciate how much they valued education and pushed me to be the best I can be."

In her free time, Allie loves tennis. She also has a passion for supporting her children in their activities, including soccer and volleyball.

Giving Back. Leading Forward.

In the meantime, Allie is also engaged in supporting the community.

She remains involved at OU with Kappa Kappa Gamma, serving on the Kappa House Board of Directors in Norman. In addition, Allie is also on the Board for K Life in OKC, helping to support Christian small group gatherings for children in the city.

Those who know Allie are never surprised at the way she helps others reach their goals ... with her signature brand of hard work ... showing up and giving it her all with a positive, fun level of energy ... as an all-in achiever.

“

It was scary

but it has been one of the most rewarding things to have built this from the ground up.

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KENDA TOWNSEND

▶▶ featured team

Written by **Zachary Cohen**
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GENESYS REAL & ESTATE GROUP

a Townsend Team Company, at LIME Realty

The Strength of Togetherness

When Kenda Townsend relaunched her real estate career in 2017, it was her second go-around in the business. She initially received her real estate license in 1992, at just 21 years old.

Kenda built a business as a solo agent for the next ten years before her love for travel and culture drew her to other parts of the country. She lived in California, Alabama, and Indiana, exploring different cultures and industries along the way. When she returned to Oklahoma City to sell real estate in 2017, she discovered the business had changed dramatically.

“When I returned, the face of real estate had changed. I saw big huge companies and teams. The solo agent was getting lost. In order to do all the things I wanted to do, I knew I’d have to do something different... I realized the way to accomplish this, the way to truly make a difference, was by starting a team,” Kenda explains.

Building a Team

As Kenda began to explore team models, she considered joining a team. But the existing models she saw were uninspiring for her.

“The traditional response I got from team leaders was, ‘Join us, and we’ll give you leads.’ I didn’t need leads. The traditional model didn’t work for me. They wanted to take my money and didn’t give anything back to me. I knew that I could do better,” Kenda continues.

Kenda was determined to put her vision into action, and she soon founded Genesys Real Estate Group, a Townsend Team Company, at LIME Realty with the goal of creating a group that would act as a unit in service of the community and each other. At the core, she set out to develop a team with a shared vision.

Five years later, Kenda has accomplished that goal. Genesys Real Estate Group, a Townsend Team Company, is now a group of six agents, including Kenda, Kelly Keel, Haley Doggett, Calvin Tuck, Mike Anderson, and Angel Morris.

“The culture here is what attracted me to it,” agent Haley Doggett says. “I was on a team previously, and I was hesitant to join another team, but it’s been a different team concept here. We are truly a team. We operate as a unit. At our core, we are a different kind of team.”



Growing with Values

LIME Realty’s core values are love, integrity, marketing, and expertise. Kenda adopts those as the core values of her team, too, then adds some others: sustainability, courage, diversity, and adaptability.

“LIME is a service-oriented brokerage. Members are highly involved in local real estate government and service-related activities. That’s where we find ourselves, and we believe in that, too,” Kenda explains. “We took those service-oriented values and raised the bar

on that. That’s how we shape our team. We start with the core values of LIME and grow from there.”

Kenda hopes to continue growing the team organically, but she’s not out to have the largest group in Oklahoma. Rather, her goal is to remain a cohesive unit in service of clients and the community at large.

“While this work is about building a business, we do it in a way where we are all supporting each other. We aren’t out to build the numbers. We are out to build relationships. We want to be part

of the story of the people in our lives,” Kenda explains. “Legacy is a big thing for me. My father died some time ago and left a big legacy. He was the executive director of the National Cowboy & Western Heritage Museum. After his death, the museum was endowed in his name. He was a big part of Oklahoma City. Creating a legacy in Oklahoma means always doing the right thing, creating a better place to live, and creating a better community that is strong and uplifted. Our legacy is to build a better community through each other and through what we do.”



“ Our legacy is to build a better community through each other and through what we do.

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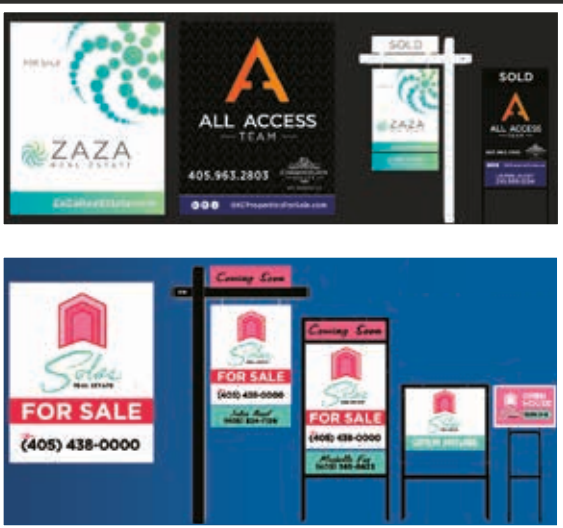
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» cover story

Written by **Zachary Cohen**
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Tristina HARSHAW

work hard. be kind.

The last time we sat down with Tristina Harshaw, she was featured as an *OKC Real Producers* Rising Star. Just over a year later, Tristina has taken another big step in her business, launching herself in Oklahoma City's top 100 agents and earning the honor of being featured once again — this time, on the cover.

A Fresh Start

An Oklahoma City native, Tristina launched her real estate career in 2019. After nearly three years at eXp, where she rose to become a top agent and reached eXp's ICON status, Tristina transitioned to Real Broker in early 2022, becoming just the sixth agent in the state to join the up-and-coming brokerage. She soon became the first agent in Oklahoma to reach Real's ELITE agent status.

"When I moved to Real, it was super new and super small in Oklahoma with only five agents

before me. eXp was great, and I had a great group of agents that I worked closely with, some of [whom] made the move to Real as well. It was when I was introduced to Real, what they have to offer, the technology, and the people that make up the culture within the brokerage, that I quickly recognized the opportunity and made the move. I wasn't looking for a change, but I knew that if I ever made a move, I didn't want to get away from the cloud-based brokerage model. I believe this [model] is the way of the future. Our lives and our businesses are being run more and more electronically each day.

A few changes to Tristina's business have been instrumental to her success, namely, the addition of her husband, Lyle, to the team and her corresponding move to Real Broker. But, what's truly made the difference for Tristina has been her approach to the business. She takes Real Broker's motto, *Work hard. Be kind.*, to heart, achieving a balance between dedication to her profession and commitment to kindness.



“

The best part of being at Real is the collaboration and training that is available from top producers across the country.



“The best part of being at Real is the collaboration and training that is available from top producers across the country,” Tristina’s husband and business partner, Lyle, adds. “These agents and team leaders are easily accessible and willing to share what’s working in their business with anyone. This collaboration has been a big win for us.”

Tristina especially resonates with the culture at Real Broker. The company’s two mottos, *Work hard. Be kind.* and *No Agent Left Behind*, represent Tristina’s approach well. The brokerage has now grown to over 80 agents in Oklahoma and over 11,000 agents across the US and Canada.

Joining Family and Business

Tristina closed an impressive 44 transactions for \$18 million in 2022, nearly doubling her 2021 sales. That wouldn’t have been possible without the addition of her husband, Lyle, to the team. Lyle was officially licensed in December 2021 and became a full-time agent shortly after.

Lyle brings over two decades of experience in residential construction. In fact, he’s been supporting Tristina’s business since the start. Now, he’s officially a part of the team.

“We work together for each client,” Lyle explains. “Tristina is great at communicating with the clients and negotiating with the agents on the other side of the transaction. I use my construction experience to go check out properties with the clients and help them ensure it’s a good fit. During the property tours, I also answer any questions or concerns they may have about the homes.”

“Lyle working with me is a huge asset,” Tristina says proudly. “You can see it as a plus or minus that we literally spend 24 hours a day together, 7 days a week, but he’s my best friend.

There are not many moves I make without communication with him.”

One Eye on the Future

When they’re not selling real estate, you’ll find Tristina and Lyle with their kids. Their children, Asher, Shiloh, Raelyn, and Graceyn, are now 12, 10, 8, and 6, respectively.

“We are hockey, hockey, hockey, dance, dance, dance,” Tristina laughs. “We are all about our kids and our family.”

Tristina and Lyle hope that one day, their kids might choose to join them in

real estate and, eventually, take over the business. But with their oldest still just 12 years old, that dream is still many years from being a possibility. For now, they are focused on growing their business and sharing kindness with everyone they meet.

“Our clients love us because they know they can call us any time of day for anything — and they do. We are here to be a resource, to be the ones you never think twice about picking up the phone to call, to be the ones you think of for anything real estate or anything to do with your home.”



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» upcoming events

IN 2023

Harriett Wagnon EBR Golf Tournament

Kickingbird Golf Course

Wednesday, September 6th

Only a few sponsorship opportunities left.

Contact ae@edmondrealtors.com to get signed up.

EBR September Luncheon

Hilton Conference Center (I35 & Covell)

Tuesday, September 5th

Appraiser Panel - Contact ae@edmondrealtors.com to get signed up.

OAR Annual Conference 2023

"Mysteries of the Market"

Skirvin Hotel

September 11-13th

One Park Avenue

Oklahoma City, OK. 73102

Visit www.oarconference.com to register

OKC REAL PRODUCERS TOP 500 AGENTS AND PARTNERS

PARTNER CE DAY — SEPT. 19, 2023

We loved our 2022 CE Day so much that we're doing it again! At this event, we have room for 4 partners to teach a CE course. The CE portion of the morning will be followed by a motivational speaker.

FALL BALL AWARDS GALA — NOV. 9th, 2023 - Petroleum Club

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, email Kelly at kelly.kilmer@realproducersmag.com.

POP-UP EVENTS — DATES TBD

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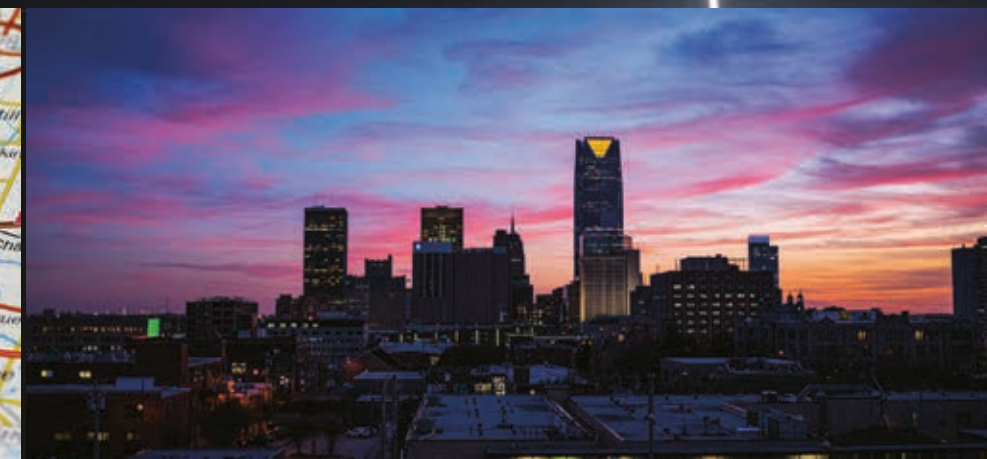
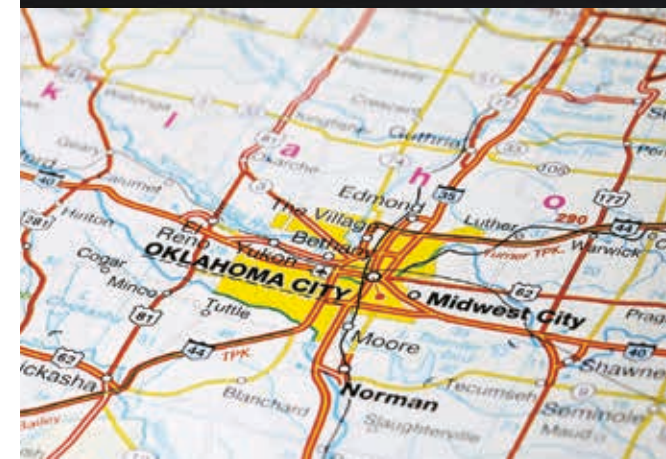
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