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PUBLISHER'S NOTE **Aaron Hutchison**

What is Bluegrass Real Producers?

This magazine may be completely new to you, but I've been working on this launch for four months. There are over 60 top agents that deserve a lot of credit and many thanks for helping us get to this point. Through our conversations and your help, Real Producers is finally here! RP is now present in over 100 markets in the U.S., where each city has its own version of our platform. I'm very excited to bring this magazine to the Lexington and Central Kentucky area and equally excited to connect with top-producing agents, brokers, and the best businesses throughout the real estate community.



▶▶ the real update

If we haven't met, you might be wondering, "What is *Real Producers*, and why am I receiving this magazine?"

each month and the success they've created.

It's simple. You've earned it!

You are one of the top 300 agents in Bluegrass REALTORS® by sales volume, and only the top 300 will receive this for free every month moving forward. If you are reading this now, you should be incredibly proud!

- You can't buy this magazine.
- You can't pay to be featured.
- You can't pay to attend our social events.

You must be nominated to be featured in this magazine. We want to highlight you and all your hard work!

What does this magazine mean to our partners?

Our partners hold a special piece to this puzzle since their partnership helps support our monthly publication. Without them, we wouldn't be able to feature our top agents or host our social events. Each business in our magazine has been recommended by a top agent, and we take their word seriously! If you are looking for a great business to try or to use, I strongly suggest our preferred partners.

Meet the Publisher:

A little about me, I have been with our franchise for roughly nine years and have seen the RP community grow since it launched in 2015. I went to school to study business (*cough* play baseball) and then completed my MBA a few years later. My wife, Denise, and I have two amazing kids, Grady (6) and Adam (4). I will continue to share my story with you each month and my passions behind what we do with Real Producers. I welcome us expediting this process and either getting together for coffee either in person or over Zoom.

While this publication is about REALTORS® and the preferred businesses involved in supporting it, I can say I am honored to be a part of sharing in your success, and I'm honored to be able to bring this to you each month.

Aaron Hutchison

Owner / Publisher
ahutch@realproducersmag.com

Let's Connect:

Please follow our Instagram page @bluegrassrealproducers to stay up to date with the magazine.

What content will be featured each month?

- Top Agent / Cover Story
- Rising Star
- Partner Spotlight, featuring a preferred business
- Social event recaps
- Other content will be added as we continue to grow our publication

What does this magazine mean to the REALTOR®?

It is a badge of honor to be receiving this magazine out of the thousands of agents in our area. We want to validate your business and achievements! There are so many incredible producers who don't get the opportunity to be in the spotlight as they should. We will celebrate our local legends



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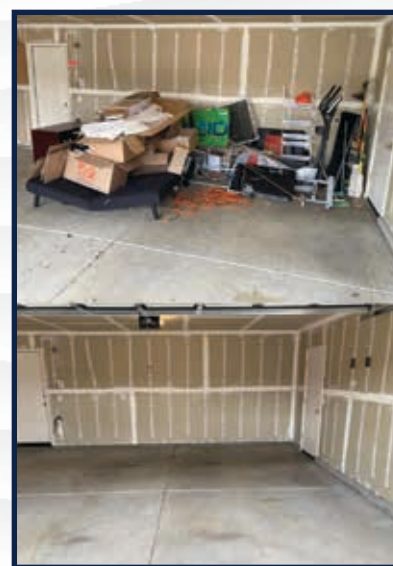
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FAQ

ALL ABOUT BLUEGRASS REAL PRODUCERS



Real Producers magazine started in Indianapolis in 2015 and is now in over 100 markets across the nation and continues to spread rapidly.

Q: WHO RECEIVES REAL PRODUCERS MAGAZINES?

A: The top 300 real estate agents in the Lexington/Central KY area, based on volume.

Q: WHAT IS THE GOAL OF THIS MAGAZINE?

A: We believe that we are better together. When we surround ourselves with other successful, like-minded people, we grow to new heights. *Real Producers* is a platform that brings together the most elite individuals in local real estate.

We take the top 300 real estate agents and RP-vetted businesses in every market, and we build an exclusive community around that group. We share their stories, successes, market trends, and upcoming events — really, anything that will connect, inform and inspire, we put in our monthly publication.

Q: DOES REAL PRODUCERS HAVE EVENTS?

A: Yes! We will have specific networking events throughout the year.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple. You have to be on the top 300 list, and we take nominations seriously. You can nominate other real estate agents, businesses, brokers, owners or even yourself! Office leaders can also nominate real estate agents. We will consider

anyone brought to our attention who is in the top 300 because we don't know everyone's story, so we need your help to learn about them. We cannot guarantee a feature, but we encourage you to meet with one of our team members, support *Real Producers* and attend our private events to increase your chances.

Q: WHAT DOES IT COST A REAL ESTATE AGENT/TEAM TO BE FEATURED?

A: 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 RP-VETTED BUSINESSES?

A: They are one of the best businesses that top agents have referred us to, and you can find them listed in our index! We don't just find these businesses off the street, nor do we work with all businesses that approach us. Many of the top agents have recommended every single business 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 team will further vet every business to make sure they are a good fit and bring value to our community. Our goal is to create a powerhouse network, not only for the best real estate agents in the area but the best businesses so we can grow stronger together.

Q: HOW CAN I RECOMMEND A BUSINESS?

A: If you want to recommend a business that works with top real estate agents, please email or message us!

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Written By Danielle Kidwell



CHC

HOME INSPECTION

When he works with real estate agents, Clay Hoskins' main goal is to take some of the work off their shoulders to allow them to focus on other aspects of their business. "Time is our most valuable resource, and agents have a lot of paperwork and other tasks, so their time is better spent finding houses and making listings," explains Clay, the owner of CHC Home Inspections. "If we can build a relationship and take some of the work off their shoulders, we can free them up for more productive activities."

more than just an inspection report

Most home inspectors are single operators, but while companies with multiple inspectors are fairly young, a few have been around for 20 years or more. CHC Home Inspections views this as an opportunity for growth across our state and others. "I'm not so worried about the size of the company," Clay says. "But the opportunity to be a leader and change the way real estate transactions occur is my main focus." He wants to start a great relationship with his clients at the beginning of a transaction so he can continue to earn their business in the future. He is proud that CHC provides cost estimates to clients for negotiation purposes and is starting a repair company to address the issues that arise in inspections.



“Time is our most valuable resource, and agents have a lot of paperwork and other tasks, so their time is better spent finding houses and making listings.”



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He was surprised to discover there was a big need for home inspectors with a contracting background and realized it was because agents and clients quickly understood that he knew what he was talking about. "It's just one piece of the business, but we wrap in quality customer service and innovative ways of looking at things," Clay explains. "We started the business eight years ago and currently have four team members, and we're growing as a multi-inspector company." He elaborates that a multi-inspector business model helps the company concentrate on customer service, client care, and scheduling, so the inspectors in the field don't have to worry about answering calls and customer relations while focusing on the job at hand.



"We discovered there is an opportunity to be different," Clay says. "We've added ancillary services to make us unique in our market." CHC Home Inspections offers radon testing and manufactured

...



home certifications and is one of the only companies in the state that can self-perform septic inspections. Other services they offer are commercial inspections and limited-scope inspections. “That’s another reason I put contracting aside and started a home inspection company,” Clay says. “Take the first-time homebuyer who has fallen in love with a house but just noticed a new crack — we can go in, diagnose the problem, and either repair it or set their mind at ease.” Sometimes, someone is building a house and can’t keep an eye on the progress, so they hire CHC Home Inspections to work for them and make sure everything is built correctly. Clay says, “Homeowners have general concerns about their homes, and when they get used to the idea of inspectors being able to offer one-off solutions, they are empowered with new knowledge and are able to make an informed decision.”

And speaking of informed decisions, Clay is proud that his team members are free to share information with competitors to help build their industry. They don’t view other home inspection companies as their competition but rather as industry partners and prefer to focus their competitive spirit on improving their own habits and processes. They share their numbers and prices openly because it gives them an opportunity to talk about what they do and why they love it.



Homeowners have general concerns about their homes, and when they get used to the idea of inspectors being able to offer one-off solutions, they are empowered with new knowledge and are able to make an informed decision.



“Our company has a large vision, and it’s gratifying that our team members see that vision as well,” Clay says proudly. “We all want quality of life and to spend our time wisely, and we want our team members to keep regular hours and go home to spend time with their families.” One part of CHC’s vision for 2023 is a company-funded philanthropy program, where each team member can raise money and donate to a cause that’s important to them. “Our philanthropy program is a chance for team members to do something they can be proud of,” Clay says. “Everyone can volunteer, but to be able to put money behind it is humbling, and we are proud of what we do and are grateful to be able to use our business to help fund charities that we deem worthy.”

Clay is proud of his team and his family. “I wouldn’t be myself without my family,” he says. “My wife and I come from previous marriages, and we have a noisy, comfortable house.” He laughs that it feels weird when the house is quiet because they thrive in the chaos of family.

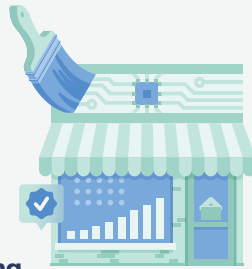




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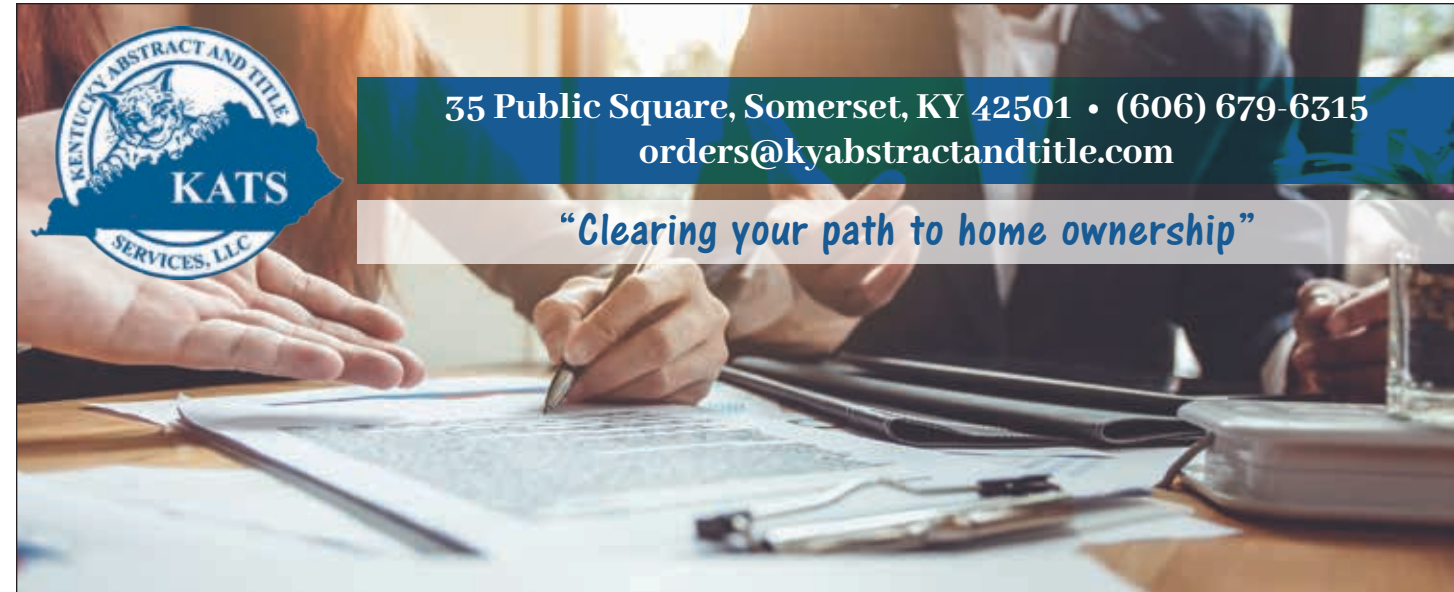
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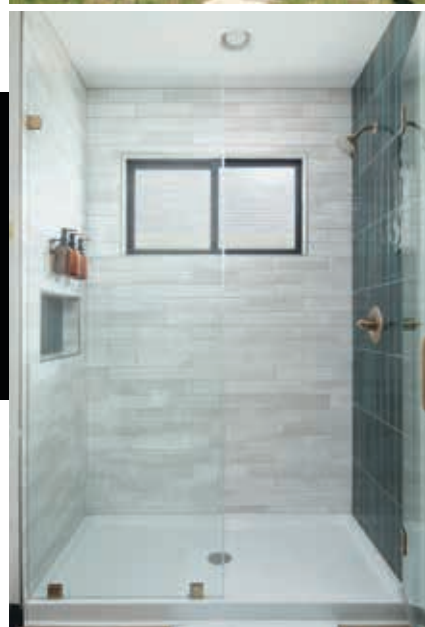
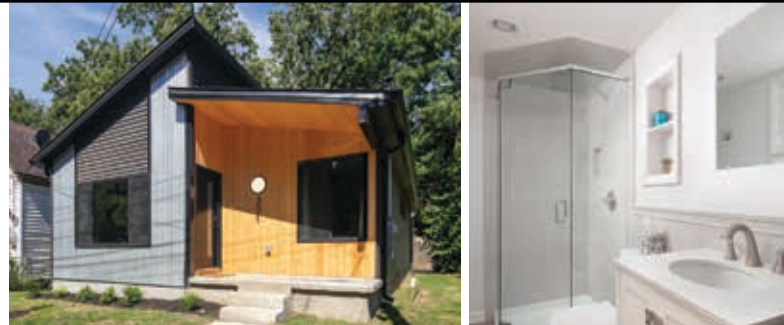
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Sales Come Naturally to This Top Producer!



“
**I AM GOING
TO PROVE
TO MYSELF
THAT I CAN RUN
WITH THE BIG
DOGS OUT THERE.**
”

“I never thought I would be a REALTOR®,” says Alyssa Weir. It was through her major in interior design that she met people who told her to look into real estate. She jokes, “I am my own worst enemy. Commission jobs have always drawn me in.” Hustling to earn her commission is what Alyssa does best.

“I want to be the one in charge of my own success,” explains Alyssa. “I love to meet people and help them achieve the American dream.” Once she got into real estate, there was no turning back. Alyssa, who is a REALTOR® with ERA Select, got her license in March 2019 and made 8.4 million dollars in sales in 2022. She puts her heart and soul into everything that she does.

Real estate is the perfect fit for her and complements her degree in interior design, which helps her listings look their very best. After all, you never get a second chance to make a first impression. A visionary, Alyssa can see the potential of spaces. Whether lightening up a space with new flooring, creating a more open floor plan by

taking out a wall, or adding a fresh coat of paint, she helps her clients with her design expertise. “Vision is important with first-time homebuyers,” she says. She knows how to enhance a living space so houses can be transformed into homes. **Overcoming Obstacles** Becoming a REALTOR® isn’t easy.

Alyssa has some advice for those wanting to follow in her footsteps. “You have to be OK being told the word no,” she says. Rejection is part of the learning process, but it’s all how you view it. “Every ‘no’ is getting you closer to a ‘yes,’” she says. “One ‘yes’ makes up for all the ‘nos.’ You have to be comfortable being uncomfortable.”

Alyssa holds the truth of Psalm 73:26 near and dear to her heart: “My flesh and my heart may fail, but God is the strength of my heart and my portion forever” (NIV). She says, “No matter how hard I am down, I can look to God and know that He is there.” When she is struggling, or deals fall through, she knows that God will guide her through.

...

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**IT'S NOT
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 ”



Another obstacle that Alyssa has overcome is starting in the business young. She recalls, “I started real estate four years ago, and I was 22 years old. I was dealing with experienced agents who looked at it as if I was in it for the money.” Refusing to be discouraged, Alyssa decided to press on and prove herself.

A go-getter, Alyssa fell in love with real estate, and her drive and determination paid off. “I am going to prove to myself that I can run with the big dogs out there,” she smiles. She is also realistic about the challenges of the job.

Others used to think she was in real estate for easy money, but Alyssa knows money doesn't just fall in your lap. “People are trusting you with the biggest decision of their life. It's not something to take lightly,” she explains.

Family + Football + Food

Married to her husband Brandon, Alyssa and her husband are blessed with two awesome stepchildren, Braxton (16) and Bryant (11). They also enjoy the constant companionship of their German shepherd named Loki and their cat named Obi.



In her free time, Alyssa and her family love football. “We are big U.K. football fans,” she smiles. “I converted my husband to become a Bengals fan, and my stepson is a Steelers fan. We are a divided family when it comes to the NFL.”

A self-described huge foodie, Alyssa loves to try new restaurants. “My biggest passions are pizza and football,” she jokes. She also likes working out, eating healthy, and going to the gym.

Home Sweet Home

Originally from Stanford, KY, in Lincoln County, Alyssa enjoys now living in Lexington. She says, “It has the small-town feel that I have grown up with. There is always something new to experience here, which I really like.” She made the move from Stanford to Lexington after graduating high school in 2014 and has been here ever since. It's home sweet home.

Working Hard

Alyssa has given real estate her all, achieving a life that has surpassed her wildest dreams. She concludes, “If you work hard enough, you will surpass everyone's expectations, even your own.” Her tenacity, grit and resilience have made her who she is today!



serving her
community

▶▶ cover story

Written by **Danielle Kidwell**
Photography by **Harrison Whaley**: ThePhaseTwo Media

Amanda HEUSER

CENTURY 21 ADVANTAGE REALTY

As the eldest of six children, Amanda Heuser watched her parents work hard. Her mom earned a nursing degree while nursing twins and raising three other children, and Amanda is proud to come from a lineage of hard-working women. "I love watching health outcomes improve when the systems of a community work together to achieve objectives," she says, referring to her first job with the healthy children initiative at a local hospital. "Mom inspired me to pursue community health education. "From there, she spent 10 years as an outreach facilitator for Kentucky Voices for Health, a nonprofit health care advocacy group. "I enjoyed working with local coalitions across the state as they shared a common desire to help their communities grow and thrive."

Serving her community is Amanda's passion, but she recognized that in her health care work, she wasn't interacting one-on-one with its members. At the same time, she was navigating the dissolution of her 20-year marriage, and she needed to do more to provide for her children. "I was living paycheck to paycheck, working two jobs, and the kids were getting more expensive," she says quietly. "A family member gave me a small loan to get through real estate school."

It's safe to say Amanda paid that loan back! She's been a REALTOR® for over five years, with a career volume of \$45 million and last year's volume of a little over \$14 million (at the time of this interview). She's won the 2018 Masters Ruby Award and, for the past three years, has won the Centurion Award for 71 units or more and \$320-\$639K adjusted gross commission.

While she did achieve success, Amanda didn't know that would happen when she first started out. "Letting go of my Kentucky Voices for Health job and not having a residual income that I could depend on was scary," she recalls. "But I knew after my first full year in real estate that I loved it!" She remembers training herself to overcome the fear of taking risks and focusing on her newfound opportunity to serve people in a capacity in which she had never been able to serve before. She poured herself into her work and her daughters' lives and events, and it was the change in direction that she needed to refocus on her own career and provide stability for her daughters, Bella (18) and Kyla (17).

**I feel
success is gaining
new clientele who
trust me with their
biggest purchase
or sale.**





“I couldn’t do this work without the amazing support and resources from my brokerage, Steve Robinson’s Century 21 Advantage Realty. We have knowledgeable leaders who provide the resources we need to stay on the pulse of real estate trends. My colleagues at C21 are my family, and I am truly grateful for each of them.”

Her daughter, Bella, is a freshman at Eastern Kentucky University, and Kyla will be graduating with honors distinction from high school this year. The girls kept mom busy with soccer, track, and volleyball games over the past few years. The family loves the outdoors, hiking, going to the lake, and traveling with their Labradoodle, Whiskey (4), and Aussiedoodle, Jack (11 months). “I look forward to this next chapter of their lives where they are adults, and we can experience this new stage together,” Amanda says. “It was hard when Bella left for college, and I definitely get sad thinking about them leaving back to back, but I think I’m going to survive!” Amanda says while laughing.

Amanda is looking forward to the next stage in her business as well. “I feel success is gaining new clientele who trust me with their biggest purchase or sale,” she says. “Walking them through the process in a peaceful and hopefully prosperous way is a privilege.” She’s also in the planning process of building her first multiplex in preparation for her eventual retirement, when she’ll need residual income, but that isn’t the only purpose it will serve. “There are currently more renters than buyers, and we need affordable housing for people who are in transition,” she says. “Where there is a demand, we need to supply it.” Amanda laments that there are many unlivable homes in our area and wants to be a part of the solution saying, “It has been on my heart and mind for the longest time.”

Amanda is still active with Kentucky Community Health Workers, serves on her C-Squad planning committee, and loves volunteering with Habitat for Humanity. An outdoor enthusiast and a foodie, she enjoys live music, hiking, going to any kind of sporting event, and scouting out and supporting local restaurants.



“

There are currently more renters than buyers, and we need affordable housing for people who are in transition. Where there is a demand, we need to supply it.



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