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TABLE OF CONTENTS

	06 Preferred Partners		09 Meet The OKC Real Producers Team		11 Publisher's Note Happy New Year!
	12 Rising Star Yvonne Corsaut		18 Sponsor Spotlight Debbie Fiddler And Old Republic Home Protection		22 Agent Feature Christina Bowers
	24 Event Recap OKC Real Producers First Annual Fall Ball		30 Cover Story Loretta Bush		35 Local Events Calendar Of Events



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HAPPY NEW YEAR!

► publisher's note
By Kelly Kilmer

HAPPY NEW YEAR!

I can't believe we are already here in 2023. You all sure know how to do this right. I'm still so humbled and thrilled at how you all gathered and celebrated each other at the Fall Ball event in November. What an amazing night! You will find some beautiful photos in this issue capturing the celebration that I think you will really enjoy, and I am so thrilled to bring you even more fun and inspiring events in 2023. More photos are posted in the "ALBUM" section of our Facebook page if you want to review all the photos from this amazing event.

Now, here it is January, and I'm sure you have all your goals and business plans set up perfectly and are already out there killing it! Hitting the gym and hitting all those nutritional goals, right!? Scheduling listing appointments and business appointments every day. No?

GOALS ARE JUST DREAMS WITH DEADLINES.

It's the time of year when we start with fresh goals and fresh intentions. I love that feeling of a clean slate and a new start. I like budgets set and agendas laid out. A clean desk. A plan for greatness. Yet, I'm about to share a deep, dark secret with you. Just between you and me, on occasion, I don't meet my goals. I know, I know, the horror. Yet I'm still OK and seeing success.

You may or may not know that I've spent a lot of time in education both with children and adults. I love studying human psychology and behavior, and one thing I see time and time again is humans setting big goals, not meeting said big goals, and then being disappointed in themselves.

I've seen an agent hit 93 homes sold in a year and be crushed because the goal was 100. Yet, when you actually look at the progress, it's amazing! So many agents would be absolutely thrilled with 93 homes in a year.

I encourage everyone to set goals because it's hard to find your way in unfamiliar territory if you don't have your GPS set first. Goals should give us direction and motivation, not disappointment. I understand that you probably already have your big giant goals set for 2023 because you are smart business owners; however, I'd encourage everyone to set little tiny micro-goals as well. What's a micro-goal? A small achievement with a small time limit, usually within a day or shorter. An example of a micro-goal may be drinking half a gallon of water each day. To make five lead generation calls within an hour. I'm going to let you in on another secret; it's not the big, huge, outrageous, scary goals that are moving you forward. It's the everyday, little, tiny, good decisions that stack up to big results.

I'm going to go ahead and set five micro-goals for each work-day and check them off as I go. How many could you set? The secret is in the celebration of reaching these goals on the daily. You are going to need a simple spreadsheet, task app or journal, but if you are not doing this already ... you are missing out! So get your micro-goals lined up, and let us know how you are doing! We love to feature your little daily accomplishments and your huge annual accomplishments as well, like being a REAL PRODUCER!

Much love,
Kelly

welcome to 2023

YVONNE

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When Yvonne Corsaut works with her clients, her efforts are truly a labor of love.

Exceptional Experience

As a REALTOR® with Whittington Realty, Yvonne delivers an exceptional experience for her clients. Along the way, it's clear that she is dedicated to their dreams.

"I love going above and beyond for my clients. They know that. I'm always there to help them. It doesn't have to be real estate. They can pick up the phone with questions or ideas for local resources," Yvonne says.

"A few days ago, I had a buyer who texted me needing some things. It's weird how that went down because I'm on the ball all the time. If I get a call from a client who needs something, I don't draw it out. I try to get it done right away."

Learning and Growing

Yvonne earned her real estate license in 2019. But the story of her working career actually began in another field at first.

"I was in the financial business prior to real estate," she remembers. "However, I got tired of being behind a desk for over 40 hours a week. I wanted something different. My husband said, 'Why don't you try real estate?' I did, and I love it. I wish I would have thought of doing it many years ago."

Gaining Traction

While Yvonne faced the same slow start that most face when they begin in real estate, it wasn't long before she hit the ground running.

"It took me six months to get my first client, and then COVID-19 started. At that point, my business really blew up. It didn't take long before I was really overloaded. It was a complete blessing," she recalls. "I think the only challenge was my first year learning as much as I could. So, I looked for ways to develop. As part of that, I took GRI classes and got some great coaching."

“ I LOVE GOING ABOVE AND BEYOND FOR MY CLIENTS. THEY KNOW THAT. I’M ALWAYS THERE TO HELP THEM. IT DOESN’T HAVE TO BE REAL ESTATE. THEY CAN PICK UP THE PHONE WITH QUESTIONS OR IDEAS FOR LOCAL RESOURCES. ”



...

People First

When Yvonne thinks about her favorite parts of working as a REALTOR®, the part that comes top of mind for her is having the chance to meet new clients and serve their needs.

As she says, “That’s really what drives me day-by-day.”

Signs of Success

Her dedication to their needs definitely has produced results. In fact, last year, in 2021, she recorded \$1.5 million in sales.

Wonderful Life

In her free time, Yvonne has a love for spending time with her family.

Her favorite active pursuits include spending time at Lake Murray. One of her favorite things is taking the RV and boat to the lake to soak up the fun and scenery there.

She and her family also enjoy watching football together. In addition, faith is an essential part of life for Yvonne. She is an engaged member at Life Church.

The Qualities of a Leader

When you talk with Yvonne, it’s easy to see the qualities that make her career a growing success.

With her lighthearted, funny nature and her straightforward approach to sharing her knowledge with others and helping them move forward in life, without a doubt, Yvonne is dedicated to helping them achieve their dreams.



“ I THINK THE ONLY CHALLENGE WAS MY FIRST YEAR LEARNING AS MUCH AS I COULD. SO, I LOOKED FOR WAYS TO DEVELOP. AS PART OF THAT, I TOOK GRI CLASSES AND GOT SOME GREAT COACHING. ”

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Written by Dave Danielson • Photos by Nested Tours

People Helping People

When you think about it, even though the entire real estate industry is filled with tangible assets, forms, deadlines, and requirements, in the end, it is about the human element.

The Value of Commitment

You fulfill your clients' needs each day through your dedicated efforts, experience and expertise.

In the same way, it means a lot when you can partner with an organization that shares that same level of commitment to your clients.

That's where Senior Account Executive Debbie Fiddler and Old Republic Home Protection come in ... with a spirit of doing business that is all about people helping people.

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to buyers and sellers in a real estate transaction, not directly to the consumer. In the process, I believe our customers deserve good customer service and a prompt response time," Debbie says. "I pride myself on being available and delivering quality service to my clients."

The company was founded in 1974 and has flourished through time with a commitment to doing the right things for its partners and clients, day in and day out.

In Their Shoes

Debbie relates very well to her REALTOR® partners and their needs. A big reason for that is the fact that she worked as a REALTOR® herself in the OKC metro area for 13 years prior to joining the team at Old Republic Home Protection.

"Old Republic is a reputable company that's been in the home warranty business the past 48 years with an A+ Better Business Bureau rating," Debbie explains. "This was the company I recommended to my real estate clients during my years as a REALTOR®. In 2021, we paid \$172 million in claims for our plan holders."

There When It Matters Most

There's no replacement for being there when it matters most. That's an area where clients know they can count on Debbie at Old Republic.



"I pride myself on being available and delivering quality service to my clients."

"Customer service is so important, and homeowners need someone they can rely on when their systems and appliances malfunction," she says. "We have a network of vetted service providers that takes the guesswork out of choosing a technician, and we're always open. Service can be requested 24 hours a day, 365 days a year!"

Early Lessons

Debbie grew up in Jenks, Oklahoma, and was one of five siblings. She credits her success through time to the lessons she learned at home growing up.

"I came from a German family with a very strong work ethic. We were taught to work at the age of 16 and to always give 100% in all that you do. During high school, I worked part-time during the school year and full-time in the summer months for a small 'Mom and Pop' real estate firm in my hometown. I knew then that real estate was my calling," Debbie says.



"I've always enjoyed working, and this career path has given me so many opportunities for which I am eternally grateful."

Family Foundation

Away from work, Debbie treasures time with her family, including her fiancé and her children.

In her free time, she looks forward to exploring new areas and trying new restaurants. In addition, she enjoys music ... traveling sometimes to other states to see her favorite artists.

Debbie also likes to play golf, cook, and host her family for Sunday dinners.

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CHRISTINA BOWERS

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THEIR VERY FIRST HOME, FOREVER HOME, OR STARTING A

REAL ESTATE PORTFOLIO. I'M A DREAM BUILDER.

”

► agent feature

Written by **Zach Cohen** • Photos by **Nested Tours**

THE DREAM

BUILDER

Growing up in Oklahoma City, Christina Bowers was surrounded by the real estate business. Her father, a barber and entrepreneur, was a real estate investor, and Christina lived in many of the homes he eventually flipped.

“I grew up moving from one investment property to another,” Christina remembers. “My father would buy homes that needed work or REOs, and we would fix one room in it, live in it, and remodel the entire home. Once it was complete, he would rent that one out, and we would start all over.”

As a young child, Christina went to work with her father daily. His work ethic inspired her, as did his passion for houses.

Drawing on Her Roots

As Christina entered her young adult years, she felt the desire to spread her wings. She moved to Missouri to study biology at Lindenwood University. She aspired to become a registered nurse, but after a year in Missouri, Christina realized her heart remained in Oklahoma.

“I realized that I wasn’t doing what I loved. I missed working at the barbershop. I missed my family,” Christina reflects. “Moving to Missouri and being away from everyone really gave me the opportunity to find myself as a person. I was completely alone, away from my family for the first time in my life. I made many great friends while in college there but being away really put into perspective how important family is for me.”

Christina returned home to Oklahoma, where she began working at her dad’s barbershop again. She also refocused on building her real estate investment portfolio.



Real Estate Calls

For Christina, a career in real estate was a natural course of action. She was knowledgeable about houses, passionate about the business, and understood many of the challenges a homeowner may face. She was particularly drawn to the financial freedom a career in real estate has provided to others, like her father.

Christina went to real estate school in 2016 to benefit her investment portfolio. Soon enough, friends and family members began reaching out for real estate advice, and she stepped up to help. Just like that, her real estate sales career was off the ground.

Christina steadily rose in the Oklahoma real estate rankings for the next five years, reaching 34 sales for \$7.4 million in 2021.

“What I find most fulfilling is helping people with their real estate goals, whether that means finding their very first home, forever home, or starting a real estate portfolio. I’m a dream builder,” Christina smiles.

Bowers Realty Group

In January 2022, Christina took the next big step in her business, founding Bowers Realty Group. Her goal is to create a family-like culture with a positive, success-oriented team.



“With my brokerage, I wanted to build something that favors the agent. I want my agents to take home the maximum amount of money to their families while still providing education, support, and tools for success,” Christina explains. “I want the agents at my company to feel like we’re fam-

ily, that we can rely on and support each other.”

“We build each other’s foundations at Bowers Realty Group; we don’t take bricks from another’s home. Having a helpful and positive culture is so important to me and to the success of my agents.”

Today, Bowers Realty Group is a team of six agents and two staff members.

“Leaders must always operate with the understanding that they are part of something greater than themselves and their own personal interests.”

— Jocko Willink

For the Love of Family

Christina returned to Oklahoma to be closer to family; they continue to be her number one priority. She met her husband, Brandon, shortly after moving back to Oklahoma, and today, they have two young children, Liberty (2) and Justice (1), and a German shepherd, Ada. Christina and her family enjoy going on adventures, from camping in nature to drive-in movies. Christina also has a love for gardening.

“My family is my *why*,” Christina says. “They motivate me to be a better person. Real estate allows me to center my life around my husband and kids, a goal I have been working towards for many years.”

Christina Bowers wears many hats — wife, mother, adventurer, and real estate broker. She’s already accomplished so much in life, and her future is bright. Professionally, she hopes to continue growing her brokerage and expanding its reach. Personally, she hopes to continue to grow, too.

“I want to continue to have a healthy, happy family — and maybe one or two more babies,” Christina smiles. “My dream is to homeschool my girls and travel around the world to teach them the world as it really is. [I want to] raise my kids to be more successful and educated than I am and happy with their lives.”

First Annual FALL BALL

Thanks to all of our top agents and sponsors for coming out to the First Annual *OKC Real Producers* Fall Ball! A wonderful time was had by all who attended. Congratulations to all of our winners, and we look forward to seeing you back next year!





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30 • January 2023

 @realproducers

Loretta Bush

a bulldog with heart



The Bush family: Casie Elkins, daughter and associate at Home Place; Heston Bush, son and broker associate; Chinowth and Cohen in Edmond; and Tom Bush, broker associate at Home Place

“There is no place like Home Place Real Estate.”

For the past twenty years, Loretta Bush has solidified her standing as one of Central Oklahoma’s go-to real estate agents and brokers. She began her career as an assistant in 2002, was licensed the following year, and founded the brokerage she now runs alongside her husband, Tom, in 2011. Home Place Real Estate’s success over the past decade is due in no small part to Loretta’s tenacity, care, and commitment to her craft.

Oklahoma Values

Loretta was born and raised in Latta, a small community near Ada. Her family wasn’t wealthy, but her parents were able to impart skills and wisdom that would last a lifetime — a strong work ethic, integrity, and commitment to getting the job done right.

“My mother used to say there is no such thing as a half-done job,” Loretta reflects. “When you start something, you finish it.”

After graduating high school, Loretta launched herself into the working world. She and her husband, Tom, started an insurance agency in Dallas, where she oversaw bookkeeping and administration.

Finding Her Niche

Loretta’s career took a turn when the REALTOR® that represented her previously asked her to be her office manager. Loretta accepted, beginning her real estate journey in 2002.

“For two years, I learned a tremendous amount about real estate transactions and the marketing of properties and working with sales associates. I told Tom I thought I could sell real estate, and he said, ‘I know you can.’ With his encouragement, I studied and passed the state exam, and the rest is history. The first year I became a multimillion-dollar producer and have been ever since. Real estate became my calling,” Loretta reflects.

Over the following years, Loretta’s business continued to grow. In 2011, she founded Home Place Real Estate. She chose the name Home Place as a nod to her connection with Ada — her “home place.”

“I scratched out a logo and ordered a few yard signs. I was the only REALTOR® at Home Place and had one listing,” Loretta continues. “With the help of previous customers and referrals from friends, we were soon off and running ... [I started by myself and] now have a cadre of associates who have the same commitment to customer satisfaction.”

...

► cover story

Written by **Zach Cohen**
Photos by **Courtney
Morehead Photography**



“
My mother used to say
there is no such thing
as a half-done job.
WHEN YOU START
SOMETHING, YOU
FINISH IT.”



The Home Place Real Estate Team

I am tenacious about finding the answers and getting the job done.

THERE IS NO QUIT IN THIS BULLDOG.

Home Place Real Estate

Today, Home Place Real Estate serves clients throughout central Oklahoma. Loretta has built a strong culture marked by care and collective goals. There is no drama at Home Place — only the desire to make a positive impact in the lives of others.

“The thing that makes our company different is the great spirit that exists in our office,” Loretta says.

Loretta has earned herself the nickname The Bulldog REALTOR® — a name originally coined by a fellow real estate agent many years ago. The nickname is a nod to Loretta’s tenacity, hard work, and drive.

“I am tenacious about finding the answers and getting the job done. There is no quit in this bulldog,” Loretta says proudly. “I love my clients. I’m here for them. I cherish that nickname.”

Loretta’s agents go through Bulldog Bootcamp, a training program intended to familiarize them with the challenges of a career in real estate.

Leaving a Legacy

Loretta is proud to say real estate has become a family business, too. She works alongside her husband, Tom, the team’s marketing director. Her son, Heston, and daughter, Casie, are also active REALTORS®. Outside work, Loretta enjoys getting together with family and cooking.

After 20+ years in the business, Loretta has developed an impressive legacy. She hopes to be remembered for her honesty, loyalty, and tenacity.

“I would like people to know how seriously we take the real estate business. We don’t take shortcuts. Whether it’s a small transaction or a million-dollar transaction, we give them the same attention. We want our reputation to be positive, and we work every day to keep it that way. When we are helping someone with a purchase or sale, we see it through from start to finish, and our desire is that it is a pleasant transaction for everyone. What’s most important to me is my care and concern for my family, my clients, and my friends.”

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OF EVENTS

Thursday, Feb. 23

4 p.m. - 6 p.m.

2023 Real Producers Launch Happy Hour

Join us for our 2023 launch party! Get together for
some networking, food, drinks and fun!

Tuesday, March 28

9 a.m. - 1 p.m.

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ELAINA SMITH



FUN FACT

Elaina has climbed Mt. Fuji and also worked on a horse and cattle ranch in Wyoming.

AMBASSADOR SPOTLIGHT

January 2023

In our January Spotlight, we are excited to feature Elaina Smith! Clearly, she stands out in the roofing industry and she's not afraid to own that. We feel that the industry needs more women and Elaina is happy to fulfill that role. She may not be the tallest or strongest, but she has her own style of bringing comfort and understanding to a tough industry.

Elaina is an Oklahoma girl through and through and she has a unique story that includes travel and a work history around the globe. She is a proud graduate from Oklahoma State University and Southwestern Oklahoma State University, with degrees in Business and Animal Science. Unfortunately, she still hasn't figured out how to herd the guys around in the office yet, but she says it's a work in progress! Elaina joined the Ambassador team in January 2020 and has since earned her residential HAAG inspection certification and continues to grow in industry knowledge.

When asked what makes her stand out in the industry, she said her love of teaching and empowering people. With a background in insurance, marketing, and training, she has the unique ability to explain industry jargon and make complicated issues understandable. This helps people feel more at ease with the process and in control of their situation.

When she isn't working or traveling, you will most likely find her at a local coffee shop or restaurant, hanging with friends or family, watching sports, or being involved with her church and local community.

How can you get to know Elaina? She said if you challenge her to a game of pickleball, a cornhole tournament, or ask her to be your golf caddie you are in for a treat! Another way is to use this QR Code to add her as a contact.



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