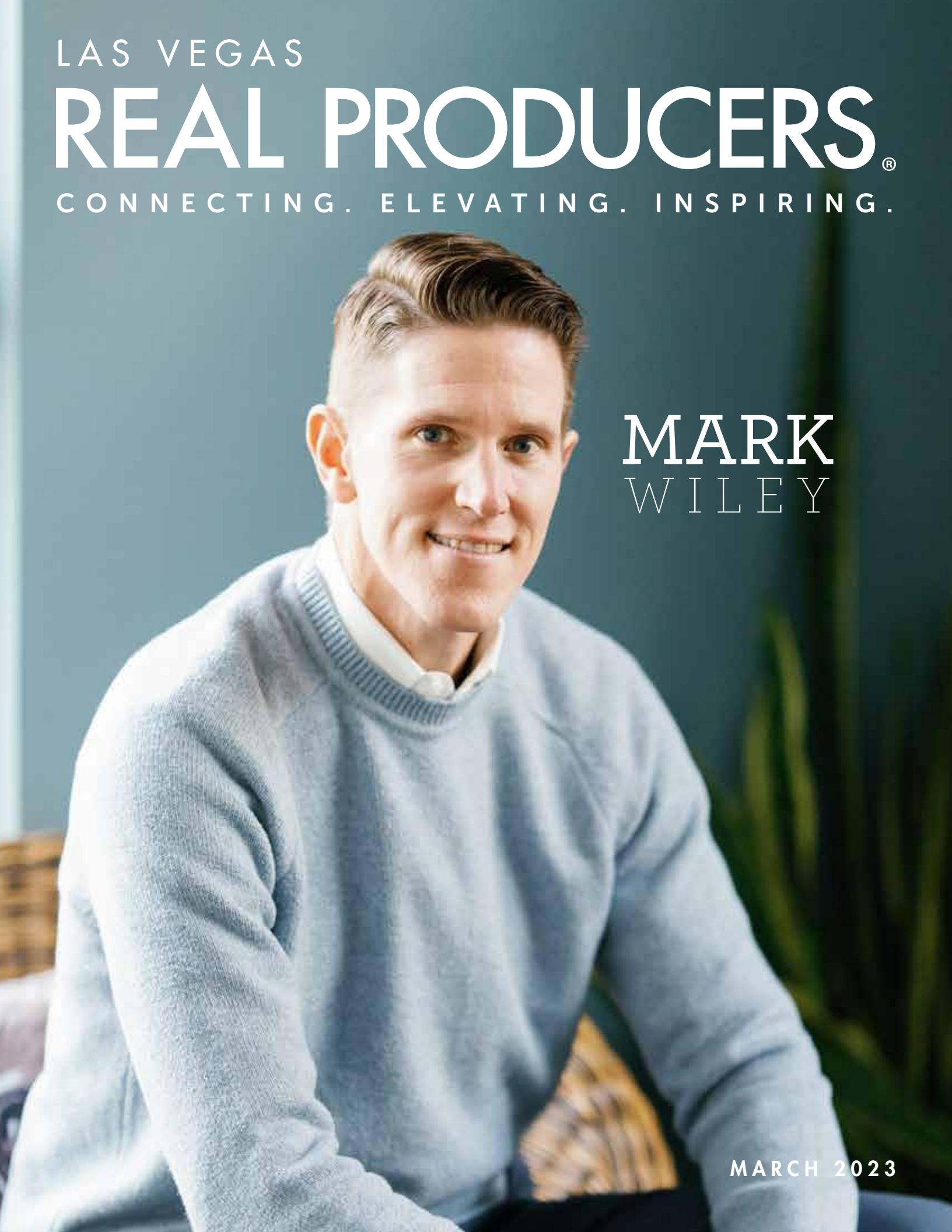


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A professional portrait of Mark Wiley, a man with short, light-colored hair, smiling warmly at the camera. He is wearing a light blue, ribbed, long-sleeved sweater over a white collared shirt. The background is a soft, out-of-focus teal color.

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WILEY

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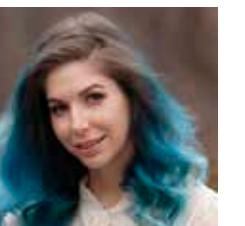
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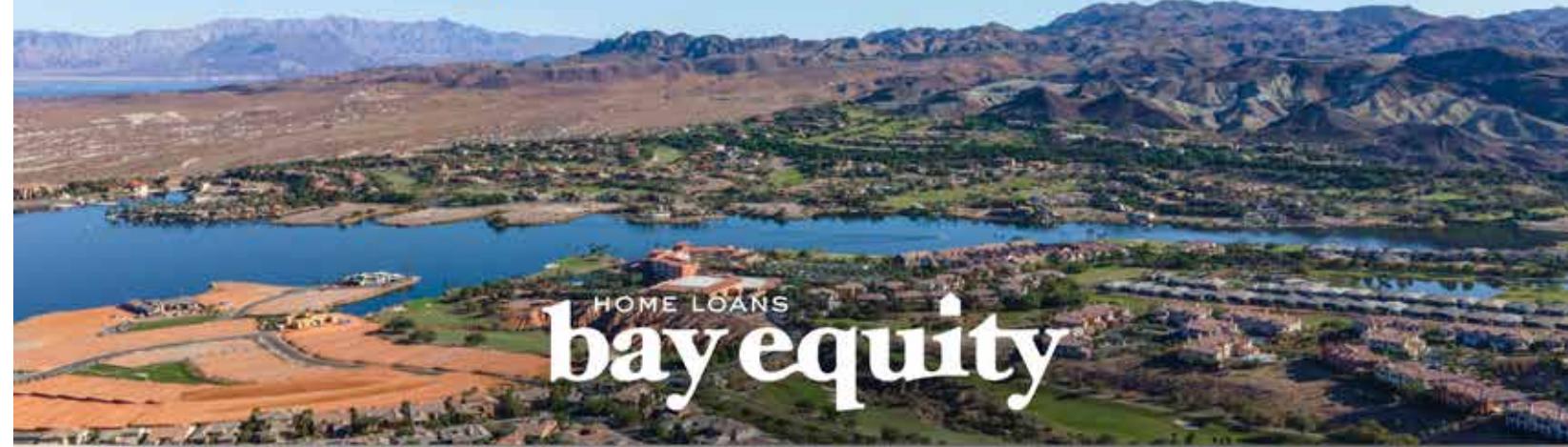
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Real Producers started in Indianapolis in 2015 and is now in over 100 markets across the nation and spreading rapidly. Las Vegas Real Producers launched in July 2019.

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 & 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 that 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 2021 Top 500 cutoff is \$12 million. 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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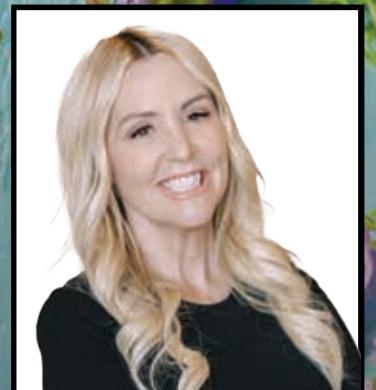
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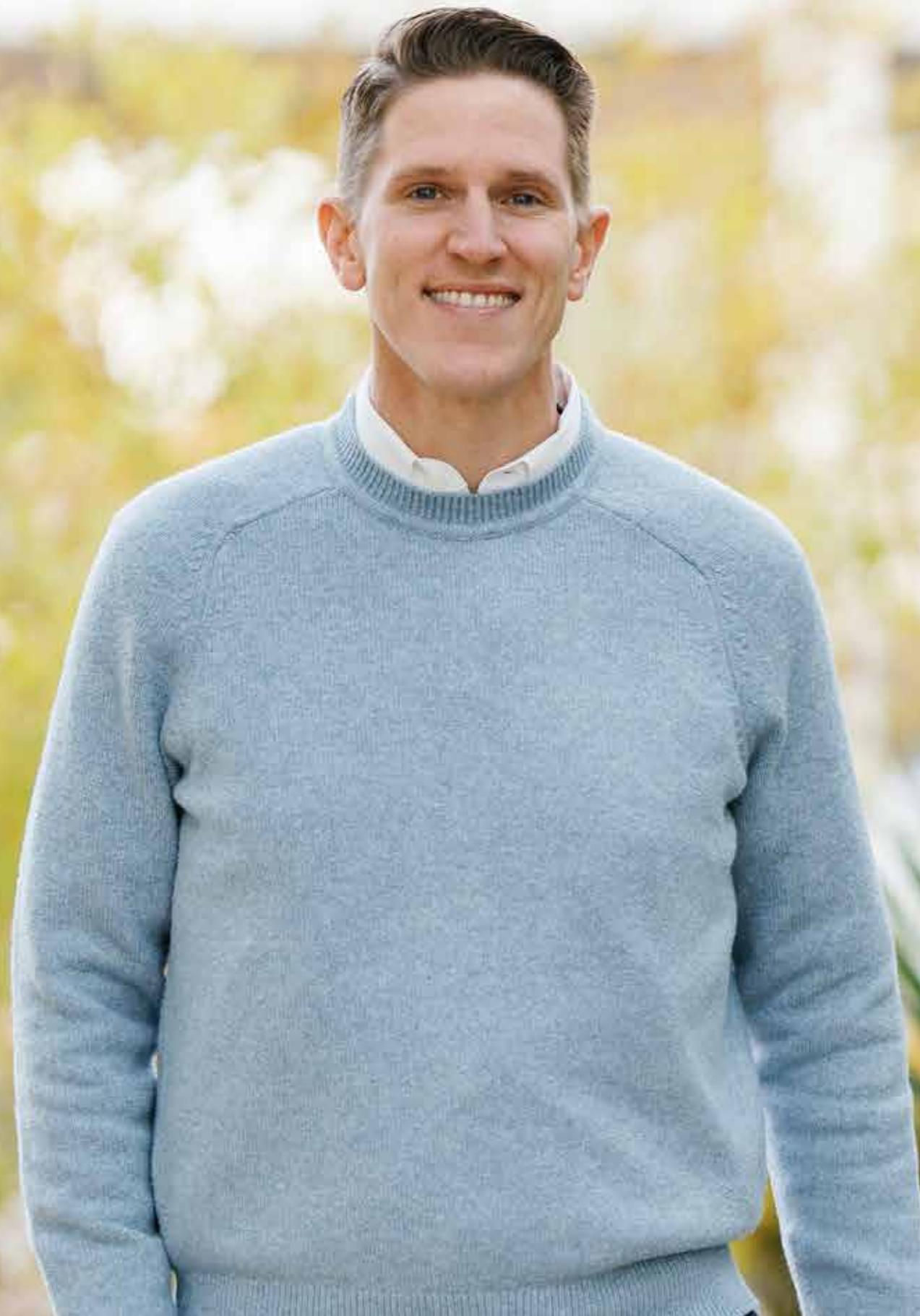
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- Greg Hulett

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WILEY

► cover agent

MARK

Leverage, Sell, Grow

Written by Kendra Woodward
Photography by Chernogorov Photography

Mark Wiley, a seasoned real estate professional with a proven track record of success, has dedicated his career to helping others connect, learn, and grow in the industry. Born and raised in a small town just south of Buffalo, NY, Mark moved to Las Vegas at the age of 18, where he was able to hone his skills in sales, marketing, and leadership.

With over a decade of experience leading sales and marketing initiatives for various companies, Mark made the transition into the real estate industry in 2013. It was then that he was asked to lead the marketing department and publication of *SELLING Magazine* for real estate industry icon and coach Mike Ferry. This experience provided valuable insight into the struggles and challenges faced by agents and ultimately served as the catalyst for Mark's decision to establish Leverage Sell Grow (LSG) — an operational fulfillment company that assists agents in leveraging operational support, so they can sell more property and grow a profitable business.

Eight years later, he's expanded into commercial real estate by partnering with his corporate broker, Buck Hujabre; has a team of residential agents who report their own production numbers; and has become dedicated to his new business support company. "I enjoy helping others grow in the field," Mark says as he explains his newest venture, Leverage Sell Grow.

Mark admits if it wasn't for the systems that were provided to him through Keller Williams and the numerous mentors he's had over the years, his business wouldn't have matured as fast as it did. "Find a brokerage that embraces systems and models that grow your business," he suggests. "That was the point where I really excelled in my growth and brought balance to my life."

...



Mark reviewing
social content with
Xochitl Underwood,
VP of Marketing &
Communications for LSG

...

"Whether you look to your brokerage or an outside service provider such as LSG, embracing systems and models is critical to the longevity and profitability of your business." Mark's philosophy is that success is directly tied to the people with whom one surrounds themselves, and he strives to be that person for others by expanding the LSG network and sharing his knowledge and experience with other agents across the country.

Alongside his wife, Jennifer (a fifth-generation Vegas resident), and his son, Anderson, Mark and his family enjoy traveling ... most often to Maui. A couple of times a year, for the last ten years, they've made the trip. But admittedly, Mark says if he had to pick a favorite vacation spot, it would be Iceland. "I used to do business there in my early/mid-'20s," he says. "I would meet clients there regularly. It has a similar landscape and culture

as my home town. Everyone is very welcoming, and the recreational opportunities are abundant there."

In his free time, pending the seasons, Mark admits golf is his biggest hobby. "Aside from golf, I love philanthropy and have served on community boards for roughly 12 years now," he explains. "My appreciation for the Las Vegas community goes back to my first days living here in 1998.

...



In reference to the importance of who you surround yourself with; Mark is showcasing the many awards earned by his marketing support team at BrainTrust headquarters in Las Vegas, NV.



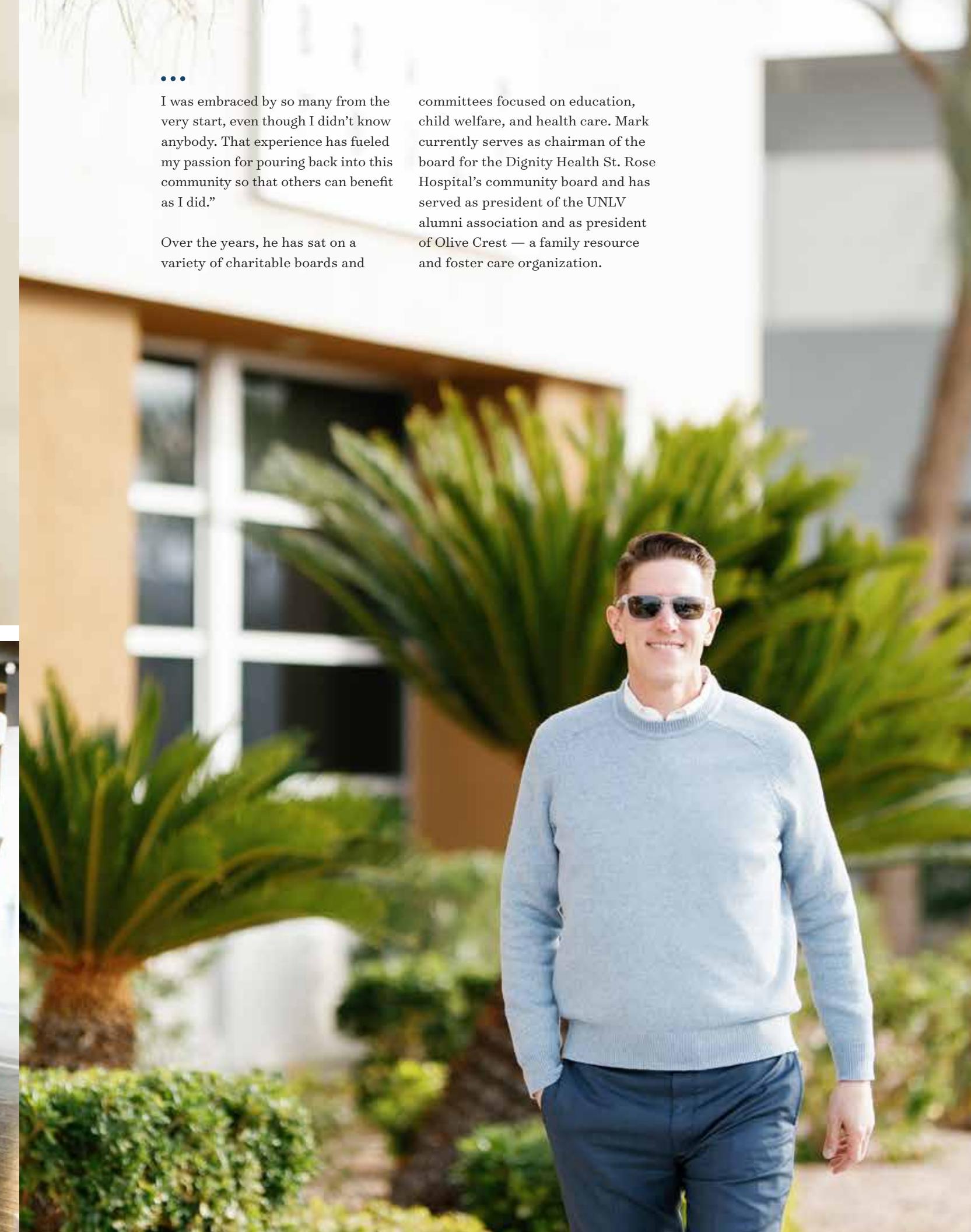
“
I ENJOY
HELPING
OTHERS
GROW IN
THE FIELD.
”



•••

I was embraced by so many from the very start, even though I didn't know anybody. That experience has fueled my passion for pouring back into this community so that others can benefit as I did.”

Over the years, he has sat on a variety of charitable boards and



committees focused on education, child welfare, and health care. Mark currently serves as chairman of the board for the Dignity Health St. Rose Hospital's community board and has served as president of the UNLV alumni association and as president of Olive Crest — a family resource and foster care organization.



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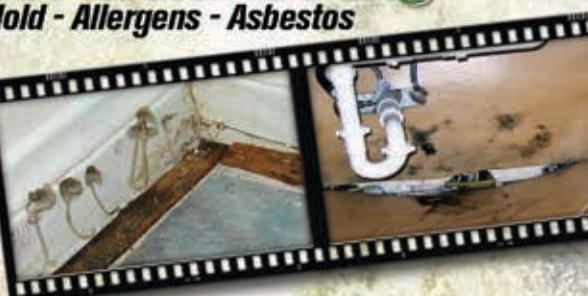
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TZAHI ARBELI

THE BUYER'S AGENT

A photograph of a man in a dark suit and white shirt standing on a balcony with a glass railing. He is smiling and looking towards the camera. The background is a panoramic view of a city, likely Las Vegas, with numerous buildings, roads, and mountains under a clear blue sky. The balcony is part of a modern building with a curved facade and some greenery in the foreground.

► REALTOR® life

Written by **Kendra Woodward**
Photography by **Chernogorov Photography**
Photographed at the **Red Rock Casino Resort and Spa**
Family photo taken by **Jennie Slade Photography**



“

THE BEGINNING
IS ALWAYS HARD,
BUT YOU HAVE TO
MAKE IT
WORK.

Born and raised in Israel, Jerusalem, Tzahi admits the small and compact town he resided in had a huge impact on who he has become today. After a visit to Vegas in 2001, he made the move stateside, transitioning into new jobs and a new life during the process.

Despite an education in sales, Tzahi set out and opened a club on Las Vegas Boulevard, Club 7, where he also DJ-ed. He left the scene two years later however to open a ColdStone Creamery franchise and ran that for 11 years. Despite being the number one storefront in Vegas, they didn't make much money and needed something new. So, he started working food and drink for Groupon and admitted that up until the company changed their programs, working there was "the best!".

Never a fan of a 9-5 job, when Tzahi was looking for something new, his wife suggested real estate. Having had her license since 2001, she knew he would be a good fit, and he made the jump in 2016. "I started late in the game," Tzahi admits. "In Las Vegas, it's hard to get your name out, but you're

able to learn from the best people here, and learning was always my goal."

Tzahi's goals have changed over the years, but he admits he's been really good at setting short-term goals and meeting them. Part of that would attest to his passion for helping first-time homebuyers and the satisfaction of seeing their faces light up when they finalize their paperwork. Clients know Tzahi has a true desire to help people, which is why 36 of his 46 deals in 2021 were buyers!

His wife, Amy, and their three boys, Aden, Kristian, and Ryan, enjoy hanging out together and playing with their Labradoodle, Buddy. Looking into the future, Tzahi plans to open up a brokerage with his wife. "My wife is my better half," he says. "She is very competitive, and she's one of the biggest reasons for where I'm at today."

"The beginning is always hard, but you have to make it work," Tzahi admits. But he knows if he continues to treat people right, they will continue to work with him and send referrals his way.

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REALTOR® LIFE JASON GARCIA

A GUIDING LIGHT

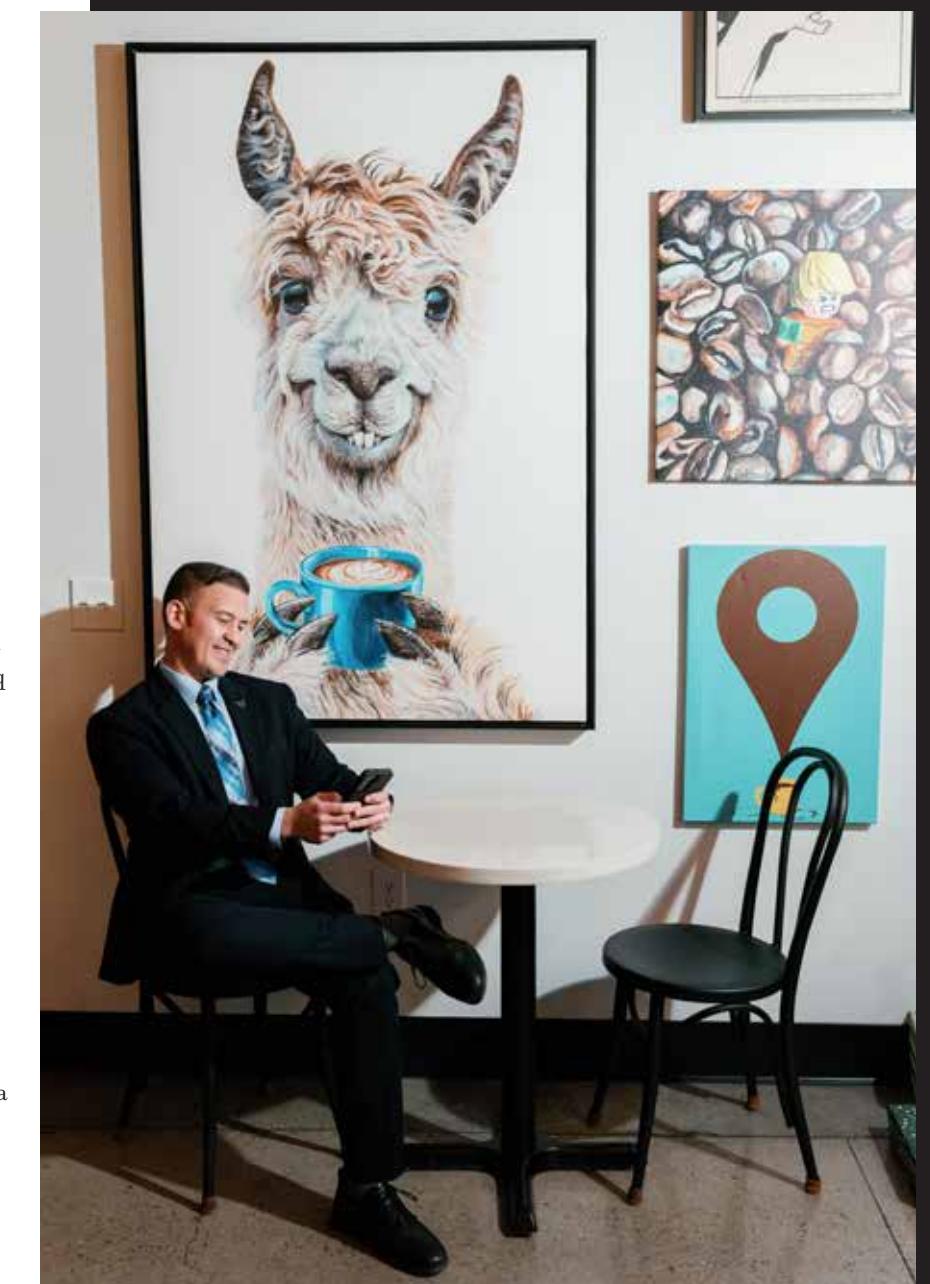
A military veteran turned real estate agent, Jason Garcia has dedicated his life to helping keep people safe and comfortable. His transition into real estate was no different as he strives to keep his clients happy and comfortable during their search for the perfect home. Furthermore, his probate work has reached far more people than he ever imagined he could.

After getting his license in 2008, it would take another eight years for Jason to dedicate himself full-time to real estate. Originally from Southern California, he went into the Air Force in 1999 and served in Afghanistan and Iraq in 2002 and 2003, respectively.

In 2005 he decided it was time to leave and started working for the USPS. A decade later, he knew he was ready for bigger and better things, so he quit at the end of the year and went full-time into real estate. "I love helping people. I love seeing their faces when they purchase their first home and accomplish that goal of helping themselves," Jason says. "On the selling side, it just means a new chapter — bigger, smaller, downsizing, new job, retirement — it doesn't matter, I enjoy helping people into the next chapter."

When Jason started attending the Mike Ferry Organization's coaching events, he learned how to truly be successful in real estate by understanding it as a sales job. "You have to sell your skills, basically," he admits. "Once I understood that, I realized it was something I had to work toward. I was in the office every day 40-50 hours a week."

After selling only three properties in six months, with his checks from leave about to dry up, there was no money coming in, and Jason was determined to be successful. "I put everything I had into my goals — being successful at real estate and making more money than I ever had in my life previously."



He continues, "As a practicing Buddhist, I spent hours chanting and made a vow to pray towards my goals and what I could do to make a huge impact and change in my life. About four days into this, I received a call from someone in my database looking for a property for his daughters with a cash offer." Jason had also prayed/vowed to give money to a local organization he supported and was able to provide that support, pay his bills, and have a little buffer in the bank after closing with that client.

REALTOR® life

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

...

"I watched an 85-year-old woman who couldn't take over her home with her domestic partner be forced to find a new place to live because they weren't married," he continues. "On another occasion, the previous deed didn't have the new wife's name on it, and the current wife couldn't take over the property, so she had to sell it and split the proceeds with the ex-wife!"

Stories like these are why Jason says he will continue to call on his past clients to remind them about trusts and protecting their assets. "The cost of getting a trust is so minimal in respect to the court fees," he says. Ever the optimist looking to help others and be a positive impact, Jason took the pandemic as a challenge to encourage others to maintain their accountability with one another and continue to gain contacts and clients.

The outcome of that idea was a Zoom prospecting group. "I was always treating work as a profession, and then COVID-19 hit. I had to go to the office because that's where I perform best," Jason says. Through that group, however, we were able to keep

each other accountable, push one another to get out of their houses and continue to push forward with work. They wanted to prove that agents could still work, and succeed, during the pandemic.

Now, life looks a little different for Jason as his 22-year-old twins are grown and out of the house. His son is serving with the Navy, is married, and has a 1-year-old son, with a daughter on the way. And he enjoys seeing his mom and daughter over the holiday seasons.

Jason fills his free time with fitness, traveling, museums, concerts, broadway shows, comedy clubs, trying new restaurants, learning about local culture, and putting his season tickets to good use with the Raiders. "Laughing is one of the most important things you can do in your life," Jason says. "I don't own cable; I don't watch the news; I keep my mindset away from negativity."

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BUILDING OFF A FAMILY LEGACY

Nicole Terry has been surrounded by real estate since day one. In her family, everyone pitches in to accomplish a goal, and when it comes to real estate — they take on the same mentality.

Originally from Texas, Nicole's family moved to Nevada when they set out to build apartment complexes, then later moved on to building high-rise condos. "Growing up in the family that I did, our focus was to always do everything to the very best of our abilities," she explains. "My dad is a very 'everyone takes part' kind of guy."

With that motivated work ethic and mindset, Nicole identified a need for interior design skills within the family business, so she went to school and

obtained a degree in interior design. Her brother and father were the 'numbers guys,' so they handled the operations and finance side of things while she focused on the creative. Since then, she's come to favor the "people side" of the business.

"I learned a lot while running the apartments and learning how the operations and resident retention worked," Nicole says. "We tried not to just do the bare minimum and always strived to make our properties unique. We learned how to stand out, understand what makes people feel special and create relationships with clients. My main takeaway from those days was learning how much I enjoyed serving people."

When the recession hit, Nicole started her chapter as a stay-at-home mom. She was excited about the opportunity to spend more time with her boys and dove headfirst into all things 'mom.' Throughout her "mom-ing," she couldn't get real estate out of her mind. And after some prodding by her brother and husband, Nicole took the plunge and got her real estate license. She was hesitant at first, stating she "didn't want to be in a position where she was driving around with strangers and feeling like she was selling people on things they didn't want." In retrospect, she says she was way off base on what life was really like as a real estate agent.

team builder

Written by Kendra Woodward
Photography by Chernogorov Photography
Team photos taken by Ray Alamo



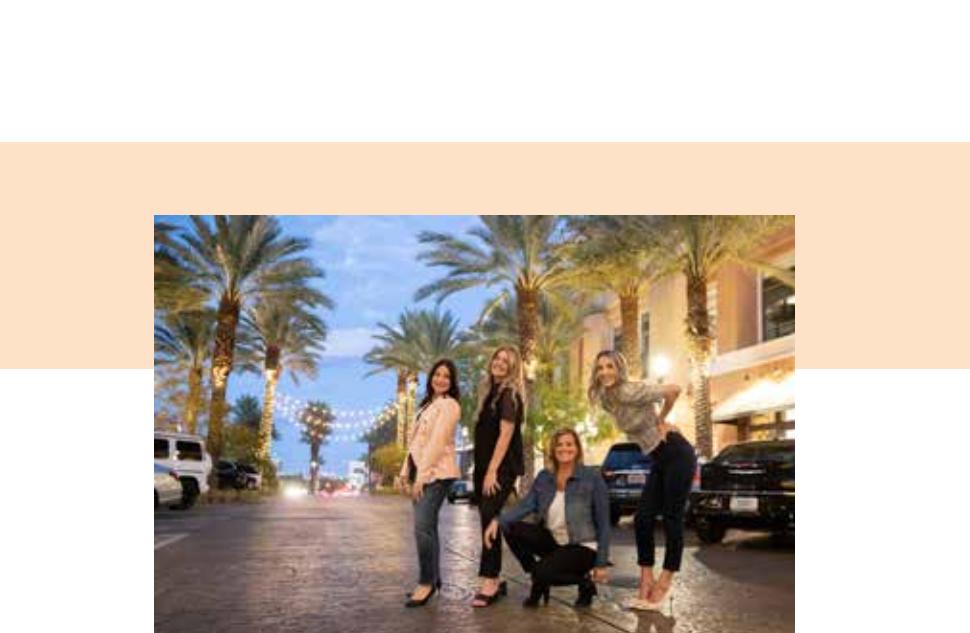
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"Now I look back and think, 'oh my God Nicole, you're such an idiot,'" she jokes. "After doing a house flip with my husband — purchasing a small home in desperate need of renovation — I realized how much I loved the rewarding feeling of knowing that I'm directly contributing to the beautification of that community. It felt like it was this philanthropic endeavor. The family that moved into the renovated house wouldn't have been able to afford a home like that otherwise, but since we did the work ourselves, we were able to make an inexpensive house really beautiful. It was like philanthropy, plus we made money. It was awesome!"

Nicole continued with residential real estate. And just a few short years later, she has built a team and now leads three agents and a transaction coordinator, with plans to grow the team by a couple more. "We're a really fun group and can be a bit goofy," Nicole admits. "We're all relationship-based salespeople and want to keep those relationships fresh and stay connected to our spheres."

In her personal time, Nicole loves to travel and hopes to be able to do more of that in 2023. When her son, Levi, was a newborn, she was traveling back and forth between Reno and Vegas so often that Levi had accrued 100 flights by his first birthday! Now, with her husband, Sam, and younger son, Cash, the family still

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**I WANT TO
MAKE SURE
I DID EVERYTHING
I COULD TO MAKE
MY CLIENTS
HAPPY.**



...

enjoys traveling. “My husband and I are planning a trip to Iceland for our 20th anniversary,” she says. “Once we get the boys situated in college, I’m excited to see how life flows with that transition.”

When she’s not traveling and working, Nicole and her family are joking around and making others smile by doing things like creating a fake ‘80s metal hair band album for their Christmas cards. Complete with a full-fledged promo video and QR code to match, the Terry family went all in on the idea and even included the family dog, Buddy.

Despite being a Texan to the core, Nicole admits she truly feels like she has found her home in Vegas. “I have a great bunco group of friends, and we travel all over. We dress up in costumes and are pretty much ridiculous. It’s just good fun,” she says. “Everyone takes you as you are, and we always have the best time.”

When it comes to having a people-pleaser mentality in the world of real estate, Nicole has this advice to offer, “It’s all about managing expectations. I think you have to recognize you can’t please everyone all the time, but at the same time, always try to make every effort. I want to make sure I did everything I could to make my clients happy. I know it will wear me down, but knowing how pleased they will be, makes it worth it.

Recognize that your people-pleasing characteristics will take time from the people you care about though, typically the people that mean the most to you, so balance whom you are giving your time to, find support in others, and delegate if needed.”

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MAGAZINE FEATURE CELEBRATION AT MODERN CONCEPTS

As a special thanks to the agents and vendors featured in Las Vegas Real Producers' November-January issues, a "celebration party" is hosted to bring those features together and show off their articles in person.

The goal of this intimate gathering is to build connections within the community of top-producing agents and vendors that help keep our magazine thriving.

Special thanks to **Modern Concepts** and **Clara Napolitano** for hosting us and providing an AMAZING lunch for all.

Congratulations to everyone who was featured and was able to join us. We wouldn't be what we are without you!

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