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To elevate the culture in real estate so agents know each other better and treat each other more humanely. Better communication results in smoother transactions, happier clients and more repeat business for everyone involved.



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Your boudoir experience isn't about the photos...

There are many misconceptions about what a boudoir photography session really is. While it's true that you will walk away with some really beautiful artwork that will promote a positive self-image, we are convinced that **boudoir isn't really about the photos.... It's about the experience.** A transformation happens when you decide to push yourself out of your comfort zone and rediscover who you are in the process.

A boudoir session may feel like a scary thing to attempt. Our clients are women who are ready to be vulnerable, feel empowered, and are courageous enough to try something new. Every client that walks into our studio is very different. We believe that your boudoir experience should be unique - designed by you, customized to fit your taste and likes, and more importantly, to respect your boundaries. Some women are very daring and want to bare it all, while others are more conservative. **Boudoir is for everyone.**

Whether you want to wear lingerie, a beautiful robe, a gown, or nothing at all, we believe there isn't just one way to be "sexy" and there isn't "one right way" to dress for a boudoir session. We want our clients to discover what beauty and confidence means to them.

Our goal is to make the whole process stress-free and enjoyable. Every client is nervous when they book their session, but we take pride in the fact that we have created an approach designed to make you feel comfortable before, during, and after the session.

Before your session we will discuss your wardrobe preferences, any insecurities you may have, and answer questions about how to prepare. The day of your session our professional hair and makeup artist will focus on accentuating your natural beauty. Your time in front of the camera will be full of laughter and silliness; we pose ourselves to show you exactly how to look your best.

If you have wanted to book a session for some time, we encourage you to take the leap! There is never a better time than now to do this for you. We promise you will leave looking and feeling GREAT - and feeling proud.

"What an incredible experience!! I did a boudoir shoot and was so nervous going into it. By the end I felt like a completely different woman! The team is incredible, they create such a fun environment and Maria will roll around on the floor to show you exactly how to pose. It is such an empowering experience. I highly recommend everyone do at least one boudoir shoot in their life!" -Miss H.

If you are a mom, we bet you dedicate much of your time and energy to your family and/or to your work. There is nothing wrong with doing something for yourself, too. A luxurious boudoir experience is a great way to pamper yourself!

Bold Babe Studio / Casa Bay Photography specializes in luxury boudoir and fine art portraiture. We also provide fun family and unique high school senior portraits. Contact us to learn more or book your session.



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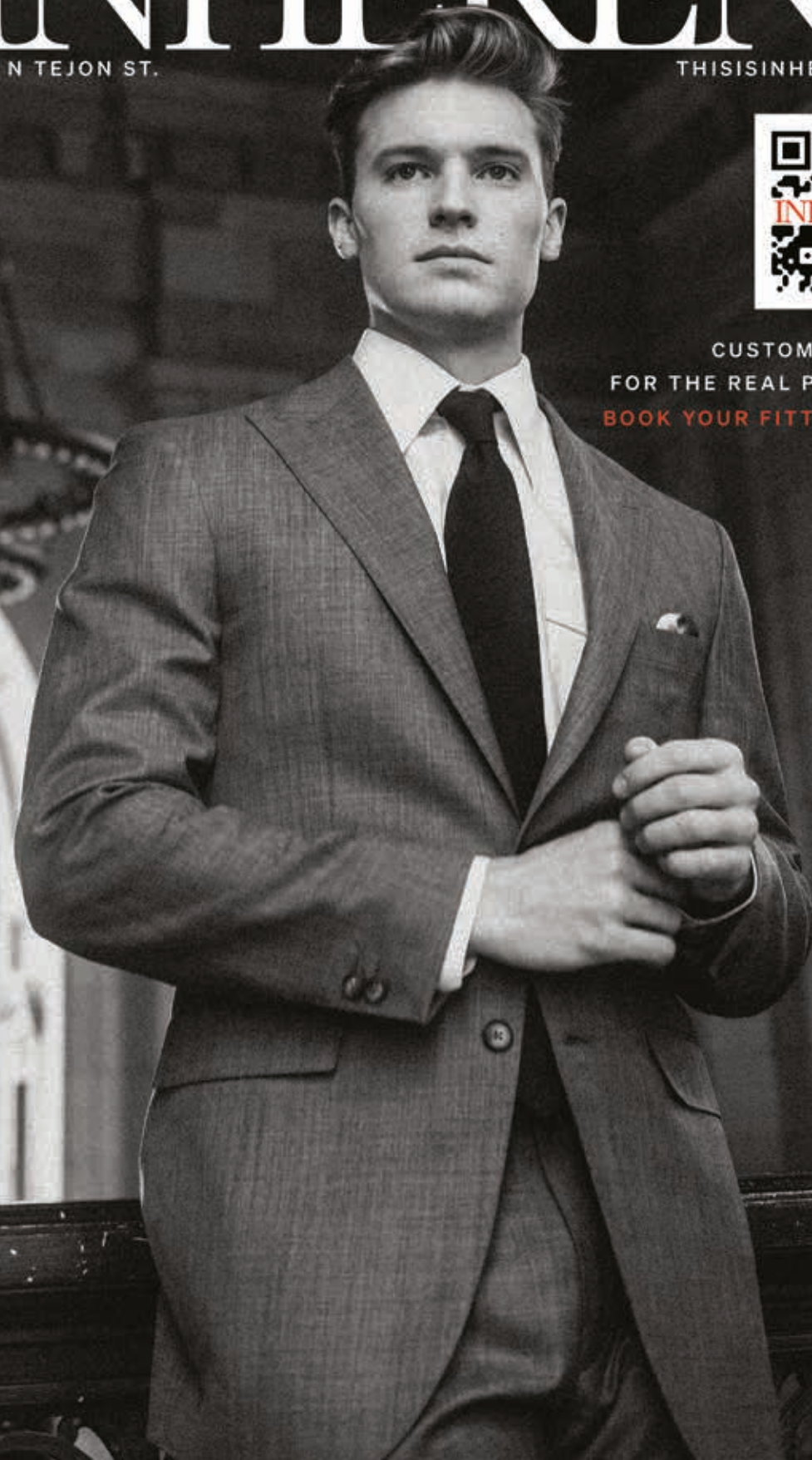
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publisher's note



Brian Gowdy & Bill McAfee just a few days before Bill's official retirement.

with our featured agents and partners to get their stories and photos in place for the magazine. Thank you for your dedication, Tabby!

As I'm typing this, the day is September 20th and I had the pleasure of spending the afternoon at ELEVATE the Real Estate Experience — Lana & Bryan Rodriguez's annual event for real estate agents. I am impressed beyond belief. To have an event with such quality speakers that Colorado Springs agents don't have to purchase a plane ticket or lodging to attend in person is something special. I'm not even a real estate agent and I was taking notes! I hope each of you consider attending this event next year. Lana and Bryan pour their hearts into the event and it's clear that their goal is to give Colorado Springs real estate agents the chance to better their careers and themselves. Thank you Lana and Bryan!

As always, if you are enjoying this publication, the best way to support me is to support our advertising vendors. Maybe you already work with some of them and you have the opportunity to send them an extra referral; maybe that means trying a vendor for the first time; or maybe that means simply snapping a photo of an ad and texting it to the owner to let them know their ad is being seen and their ad dollars are being put to good use. No matter what, by reading the magazine and noticing the ads, you are helping me grow my business.

Thank You

Welcome to our Veterans-themed edition of *Colorado Springs Real Producers*! Every real estate agent in this edition has served in the military — thank you for your service!

I am thrilled to announce a promotion within the *Colorado Springs Real Producers* team. Starting in this edition, one of our Writers, Tabby Halsrud, has been promoted to Content Coordinator! Moving forward, Tabby will be working directly

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TROY MACDONALD

▶ veteran REALTOR®

Article Directed by Brian Gowdy
FlHi Photography

FROM MARINE MAJOR TO REAL ESTATE MOGUL

Troy MacDonald had a decision to make. He was seventeen years old and was on a path that would, if nothing changed, lead to prison...

A Humble Beginning

Growing up in Appleton, Wisconsin, Troy and his siblings were raised by their father. Their mother died of a brain aneurism when Troy was three years old (and she was only thirty-three years old), leaving his father with the responsibility of raising the kids while working multiple part-time jobs to make ends meet. Despite facing financial challenges, Troy recalls they always had what they needed but never luxuries.

Troy learned the value of hard work from his father, who instilled in him the importance of determination and discipline. As a teenager, Troy rebelled against the traditional path of higher education, feeling that it wasn't an option for someone without financial means. By the age of seventeen, he found himself on a troubling trajectory that would have led to a dead-end.

A Life-Changing Decision

Realizing the need for a drastic change, Troy enlisted in the United States Marine Corps in the

spring of 2001—he went to boot camp the week of 9/11. Little did he know that this decision would not only provide him with direction and purpose but also define the rest of his life.

Troy's journey in the Marines was nothing short of exceptional. He quickly stood out, earning the titles of "Marine of the Month" and "Marine of the Quarter" within his battalion. It was during his time in the Marines that he met his future wife, a fellow "Marine of the Quarter" in a sister Company within the same Battalion.

Marriage and Continued Service

In 2003, Troy and his wife, Jennifer, tied the knot. Jennifer decided to leave the Marines after four years, while Troy remained in the service due to the maturity and purpose he found it brought. As their family grew with the births of their daughters, Raegan and Addison, Troy's career took him through various deployments and promotions.

Troy's journey in the Marines led him to consider multiple career paths. At one point, he pursued becoming a pilot but was derailed by severe air sickness. Undeterred, he chose a new

path, ultimately deciding to become a Financial Management Officer - Comptroller, a role that would later prove beneficial in his civilian life.

A New Chapter in Colorado Springs

In 2019, Troy and his family made Colorado Springs their home. As he approached the end of his military career, he contemplated his next steps. His passion for real estate emerged from his love for buying homes, being a landlord, and building wealth through real estate investments. Shortly after arriving in Colorado Springs, he embarked on a journey to earn his real estate license.

Balancing two full-time jobs, one as a Marine Major and the other as a real estate agent, Troy's relentless work ethic came to the forefront. He quickly started building relationships within the real estate community, offering his assistance at open houses and networking with fellow agents over coffee.

A Resilient Transition

Troy's transition into real estate wasn't without its challenges. Just as he was gaining momentum in his new career, the COVID-19 pandemic hit, causing fear and uncertainty in the housing market. Deals fell through, and the future seemed uncertain. However, Troy's determination prevailed. He turned to social media to connect with potential clients and continued to build his real estate brand.

In his first year as a realtor, despite the obstacles and still working full time on Active Duty in the Marines, Troy closed 15 transactions, exceeding his own expectations. His passion for helping people achieve their financial goals through real estate fueled his success.

The Final Milestone: Retirement and Beyond

In 2021, Troy submitted his retirement papers from the Marines, officially retiring in October of that

year. With his real estate career gaining momentum, he decided to focus solely on helping clients navigate the real estate market. By his second year in the industry (still on Active Duty), he completed 40 transactions, a testament to his commitment and hard work.

Troy's journey didn't stop there. In 2022, he began branding himself nationally, attending conferences and building a network of real estate partners across the country. With ambitious goals and a commitment to excellence, he completed 60 transactions that year, and began to add support around him, including hiring administrative assistants.

A Bright Future

As Troy MacDonald continues his remarkable journey in real estate, he remains dedicated to his clients and his craft. He has served as a coach, working to transform his real estate job into a thriving business. Troy's passion for real estate and unwavering commitment to excellence are the driving forces behind his success.

Yet, Troy's journey isn't solely about professional accomplishments. It's also about personal growth and resilience. In 2021, he faced a health scare during a family vacation to Disney World when he experienced a collapsed lung. His determination to enjoy the vacation led him to delay seeking medical attention, a decision that could have cost him his life. After undergoing lung surgery, spending multiple weeks in the hospital, and an extended period of recovery, Troy emerged stronger than ever.

The Opulent Group

Today, Troy co-owns the Opulent Group with Krystal Mucha. The two launched their real estate careers at the same brokerage at the same time. Troy had made a post on the brokerage's Facebook page asking to connect with fellow agents and

AS TROY MACDONALD CONTINUES HIS REMARKABLE JOURNEY

IN REAL ESTATE, HE REMAINS DEDICATED TO HIS CLIENTS

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Krystal responded, marking the genesis of their dynamic partnership. Over the years, they nurtured their connection through coffee meetings, fostering a collaborative relationship and contributing to the growth of each other's businesses.

In 2022, Troy and Krystal realized how much their passions for helping their clients and training agents had aligned and how their differences complimented each other. It was the fusion of these shared values and distinctions that sparked their partnership in real estate. Together, they crafted the vision for The Opulent Group.

The Opulent Group is committed to two fundamental principles: delivering world-class service to their clients and enriching the local real estate

community by empowering agents through comprehensive training. Looking ahead, they are in the process of establishing their office space, envisioning it as a central hub for professionals in their industry. Their aspiration is to be a source of positivity in their community, making lasting contributions to both their colleagues and the neighborhoods they serve.

Troy MacDonald's story is a testament to the power of determination, hard work, and the pursuit of one's passions. From a rebellious teenager to a Marine Major and now a successful real estate agent, he has overcome every obstacle in his path. As he sets his sights on completing 100 transactions in the coming year, there's no doubt that Troy's future is as bright as the Colorado sunsets he now calls home.



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Max and Silky's Story

In the beginning of September, I got an emergency call about a broken pipe. The pictures to the left were included in the text message. The look on the sweet Golden Retriever Max's face as he gazed over his flooded living room melted my heart.

The couple had both gone to work that morning, Max's mom came back at noon for lunch and found a broken pipe had turned their first floor into a pond. Max was stranded on the couch, but their little Yorkie,

Silky, was walking through the water shivering.

Thankfully, they had renter's insurance. Their insurance company put all four of them in a hotel. They sent plumbers and restoration experts to their house and helped them recover their personal items. The items that couldn't be recovered were replaced.



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A VIRTUAL ASSISTANT COMPANY DESIGNED FOR REAL ESTATE AGENTS



Written by Tabby Halsrud
Photography by Alyssa Benson, A.B. Consulting NoCo.

Jacob “Jake” and Stacey Clendenning knew the income and growth potential that came with owning a Cyberbacker franchise but what truly inspired them to invest in the business were the philanthropic opportunities the platform provides. Cyberbacker is a virtual assistant services staffing company which employs 3,700 people in the Philippines. The company creates more than careers—it offers a significant opportunity for its employees to create abundance by providing first-world income in a third-world country. Seeing how the employees are making huge changes for their families is what keeps Jacob and Stacey committed to their business and to the people in it.

Jacob was a Cyberbacker client before he was an owner. The company formed in 2018 but it wasn’t until 2021, after seeing firsthand the impact that hiring a Cyberbacker brought to his coaching business, that he and Stacey bought into the company, launching two franchises in Colorado, Wyoming, and Alaska. Together, they created 85 jobs last year alone! The Clendenning currently live in Wyoming, but have roots in Colorado. Through various career paths, they moved around Colorado, Wyoming and Alaska. Jacob has a well known Alaskan-based business partner, Barb Huntley, who is an amazing business woman and a wonderful mentor.

THE VALUE OF LEVERAGE

Jacob and Stacey both have direct experience of the real estate industry and understand agents’ needs. Through Cyberbacker, Jacob, Stacey, and their team support the real estate industry by taking non-revenue generating tasks off agents’ plates, freeing their time for income-producing tasks. Jacob and Stacey encourage agents to get honest about what they need to do themselves versus what can be handed off to someone else. “Many agents we’ve talked to believe they are the one-best person to do everything. We help them see that what is actually their highest and best use of time is focusing on their top 20% revenue producing tasks and relationship building, and to leverage everything else. Anything that does not require a license can be done remotely by our team. There’s only one thing that a license allows you to do that no one else can do—and that’s negotiate with a fiduciary responsibility on behalf of a buyer or seller. Every other task can be done by someone else.”

Stacey added, “For businesses to really thrive, you must have relationships. If you aren’t the relationship builder at your business because you’re doing other things that are pulling you away from that, maybe it’s time for you to leverage.” Jacob and Stacey suggest that the agents’ job should be getting in front of people, making connections, building relationships, having conversations, and fulfilling the client’s best experience. Stacey added, “I have watched Jake try to do all the things in his coaching business. When he invested in a Cyberbacker and delegated tasks to someone else, it gave him more time to be present with his family and other relationships. People don’t really understand what leverage is or its value until they do it.” Hiring help gives the agent more time for the important tasks, allows them to create efficiencies in the way they run their business, and enables them to focus on other additional wealth building opportunities.

HOW IT WORKS

Cyberbacker screens thousands of applicants per week and hires people with useful skills and the technology needed to do the job. The pool is narrowed down



to those who best fit the clients’ needs, and the client makes the final selection based on personality and other factors. The talent remains a Cyberbacker employee, which means Cyberbacker handles training and management of the employee so the real estate agent can focus on their sales tasks and not have to manage staff. This also provides a tax benefit to the client, because it’s a business expense, not an employment expense. Cyberbackers can work anywhere from a nominal 5 hours per week to a full time executive assistant type of role depending on clients’ needs.

LED BY VISION

The vision for their Cyberbacker franchises is to create 1000 careers in five

years. When they achieve that, the Clendenning will know that they’ve not only changed 1000 business owners’ lives, but they’ve also changed the lives of 1000 families. What sets them apart from other virtual staffing services is that Cyberbacker retains employment of the staff and provides training, coaching and growth opportunities, health benefits, retirement plans, and capital programs that help them buy homes and cars.

Jacob and Stacey are personally invested in their business and in their people. Jacob shared, “We chose this because it called to us. It was never on the business plan. When it presented itself as an opportunity, it was great to have the mindset and the

money and be able to say yes to create choice in our lives.” Stacey added, “I just love our people! Our team of Cyberbackers are so fun and we enjoy being in relationships with them.”

CASTING A NET

The vast majority of their business currently comes through referrals from existing clients who see the value of the work. Jacob and Stacey have also enjoyed connecting with potential clients through the Real Producers events. They appreciate having real conversations and building relationships with the people they meet at the events.

Challenges that Jacob and Stacey face in their business are educating agents and other prospective clients about the value of hiring help, *and* getting them comfortable with the idea of hiring someone to work remotely. They do this through conversation with potential clients, by teaching classes online, and by casting a wide net through social media and email campaigns to create brand awareness and to educate their followers. Jake likes to remind clients: “COVID proved that everything can be done remotely. During COVID, agents did buyer consults remotely and showings via video. Everyone was remote and the work still got done.”

WHAT MAKES THEM WORK

The biggest obstacle Jake and Stacey have both overcome in their careers is their mindset. Jake admitted, “My greatest obstacle was me - my mindset and my relationship with money.” He did a lot of personal education through seminars and reading to help him change his mindset. His business partner Barb’s mentorship has been instrumental in his own growth. She’s always challenging him to think bigger, and to go for great rather than settling for good. He ultimately made the decision that it’s okay to make more money and to have more money. Stacey worked through her own mindset shifts: “I’ve always been very structured and regulated. Watching Jake’s transformation helped me change my mindset to abundance and growth, too.” The shifting point was them both being open to changing and implementing what they were learning.

What makes the Clendennings work as business partners is that they share many common interests and a similar mindset, but they complement each other through different skill sets. Jake is the visionary, the driver, a “get it done” kinda guy. He is also the “celebrity” and enjoys getting up in front of



thousands of people. He admitted he is not good at taking his big visions and detailing out what needs to be done to achieve those visions. That’s where Stacey’s talents pick up. Jake shared that Stacey is really good about asking the tough questions to challenge him. Stacey added, “I’m the conservative one and my strength is playing the support role...setting up the appointments, ironing his clothes to ensure he looks good, and doing the things behind the scenes to make it a great experience for everybody.”

Jacob boiled it down to this: “There’s no rocket science or degrees behind this. At the end of the day, we’re just people. We’ve been married 28 years and have been business partners for at least half that. We have two grown daughters. We live in Wyoming because it supports our lifestyle. We love being outdoors - hiking, hunting, gardening, fishing, camping, and four-wheeling. We’re just people and so are the people that we hire. Everyone has a skill set that we can leverage and use to move ourselves forward.”



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VOLUNTEER EVENT WITH HABITAT FOR HUMANITY

On Wednesday, September 6th, a stellar group of real estate agents and Preferred Vendors at Real Producers got our hands dirty this morning volunteering with Pikes Peak Habitat for Humanity!

Our group divided and conquered: Josh Bouwkamp and Megan Donnelly cut soffit for the home's exterior while Abigail Thompson, Alexandra Bedwell, Payton Wright, Leann Johnson, Dan McMenam, and Brian Gowdy dug trenches with precision to the very inch!

Thank you to everyone who volunteered and we hope to see each of you at our next giving back event!

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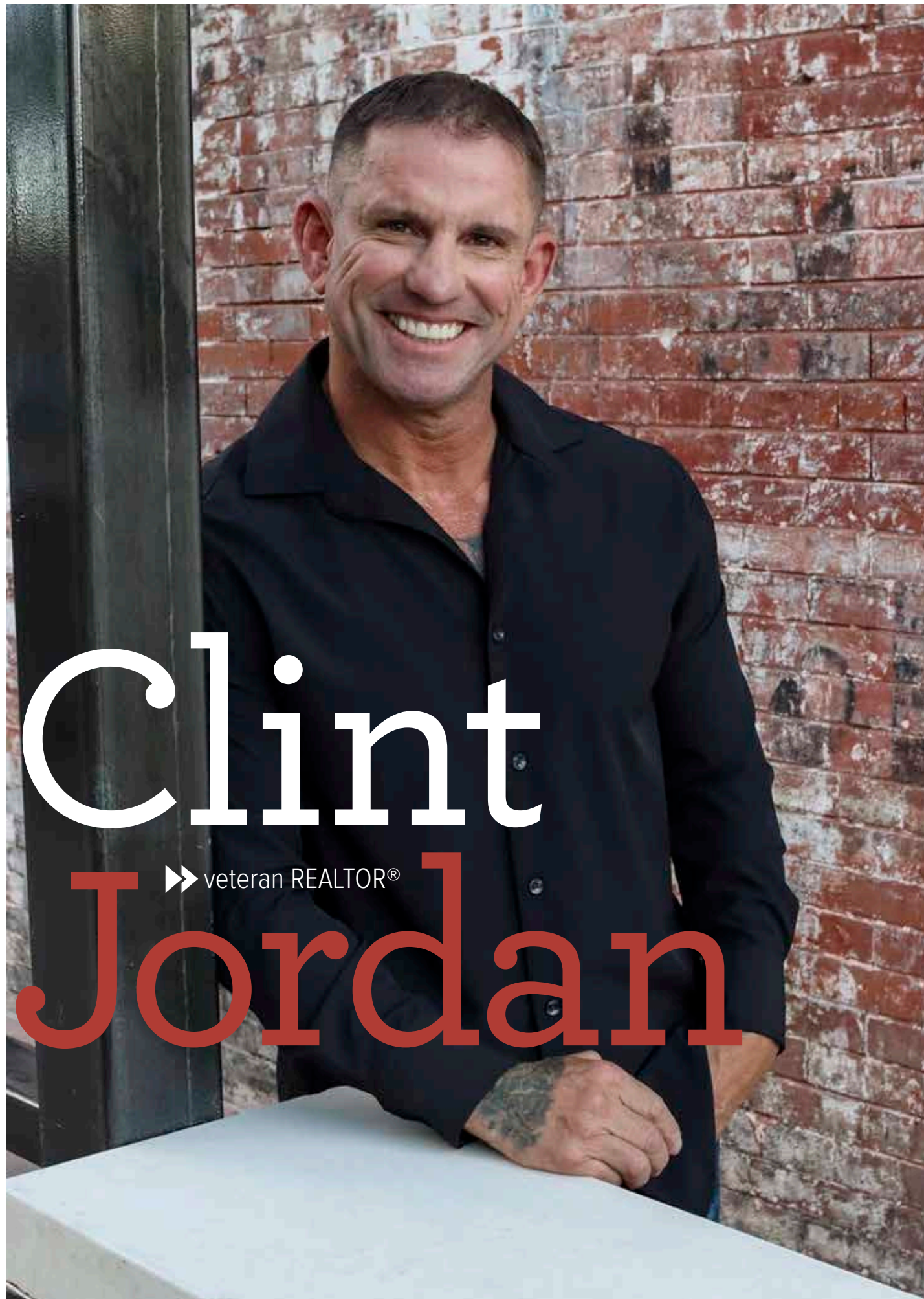
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Written by Tabby Halsrud

Clint Jordan had originally planned to have a long military career. He was active for nearly 22 years, serving in the air force as a fireman. His plans changed in 2017 when he received orders to Guam. He had already been in Jordan for about six months and didn't want to leave his family for an additional three years. Clint chose to retire instead. Not having any other job prospects lined up, he posted on Facebook that he was looking for new opportunities. A realtor friend reached out and recommended Clint pursue his real estate license.

Clint started as a solo agent, working for a few different brokerages before he started his own team about three years ago. Clint is now a part owner/investor at Keller Williams Broadmoor and runs his own 719 Veterans Home Team. Clint acknowledges that hiring his personal assistant, Kassie, was a total game changer for him and his business. "She's great at everything I suck at and hate doing. In hiring her, I bought back more of my time so I could focus on bigger picture tasks and activities like networking."

Clint's wife Lisa also recently joined his team. She noticed Clint was doing everything on his own and wanted to take some stress off his back. She secretly started working on getting her license and surprised him with that news one night. "The



original intent was for her to do showings, but I quickly put her in the role of Client Relations Manager. She does many of the things I don't have time to do. She makes the personal touches and calls. She's killing it with the contracts, too."

Clint said it's important to have a good team - not just 'a' team. "Kassie and Lisa are both critical to my success. Now I don't waste time doing things I'm not good at."

VETERAN-CENTRIC APPROACH

What Clint loves most about real estate is the impact it has when veterans close on a house sale. "They used the money they received from the government to buy a house a few years ago and when they sell, they get a big check they can use to pay off debt. It's empowering. I love to educate military personnel on the benefits of buying a house and the payoff they can see later."

Clint shared that the real estate market can be brutal. "You're competing with a bunch of really good agents that have been marketing for years.

We had to learn how to market to get our name out there and reach the right people. It would be really easy to sit back and be content with a few houses a year, but we want to figure out how to do more transactions to make more money and give more back to the community."

GIVING BACK THROUGH PURPOSE AND PASSION

Clint gives back through a variety of initiatives. Shortly after he left the military, he and Lisa opened a gym, CrossFit Bonnie and Clyde, too. Right from the start, Clint saw an opportunity to connect his two careers and his desire to give back by offering a free gym membership for his new real estate clients. CrossFit Bonnie and Clyde quickly grew to over 100 members. When Lisa started managing the gym after the first couple of years, Clint went full time with real estate. "I started to put more effort into real estate and put that money back into the gym because that's where my heart really was." Clint has since bought a building with plans to further expand the gym as it continues to grow.



Clint now partners with Mt Carmel Veterans Center on the Hero Health Project, which offers free gym membership to even more people. Additionally, when the gym isn't open for CrossFit, they open it up for classes offered by other practitioners through the Mt Carmel partnership. Lenders and others have the opportunity to support the Hero Health Project by covering the cost of gym memberships through donation. Clint also runs a nationwide network called Military Real Estate Network (MRE), a referral network for realtors, vets and military spouses, which ultimately supports the funding of the Hero Health Project.

Clint and Lisa are making health and fitness more available to those who otherwise couldn't afford it. "Our goal has always been to offer free membership for veterans and their families. We don't want money to be the factor that keeps people from going to the gym. The average CrossFit membership is \$150 a month. When you're coming out of the military, you don't know what to do and you don't make a lot of money. So one of the first things to go is your health and fitness membership because it's not affordable. You need to use that money to take care of your family. We want people to continue prioritizing their health and to keep coming to the gym."

Clint knows what he's passionate about and everything supports that passion. "It's important to find purpose and know what ignites you. I love fitness and health and I love being at the gym. Showing houses is no longer where the bulk of my time should be spent. What I love is when I sell you a house and now I get to help you with your health and fitness at the gym. Then you tell your friends that your gym guy is a realtor and they get a free gym membership, too. Now we're building a bigger community. For Lisa and I, our main focus is health. Real estate is our job that helps us fund the sense of community we're building at the gym."

“

It's important to find purpose and know what ignites you. I love fitness and health and I love being at the gym. Showing houses is no longer where the bulk of my time should be spent. What I love is when I sell you a house and now I get to help you with your health and fitness at the gym.

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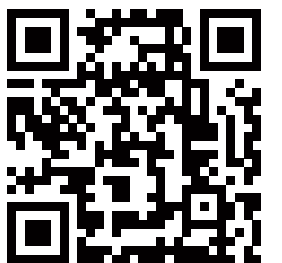
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Bill McAfee & ASHLEY BUSH



partner spotlight

THE LEGACY OF EMPIRE TITLE

“What is Bill McAfee doing here?”

Ashley Bush stormed to her boss’s office after passing Bill on the way out of their building. “I cannot stand him.”

It was the second time Ashley had encountered Bill. The two first met in 1996 at a Certified Closers luncheon; Ashley was the President of the organization and Bill was the speaker for the event that day. “I didn’t like him,” Ashley recalls. “You could even say, I hated him at first sight.”

Ashley’s boss, the Director of Stewart Title, had invited Bill in for an interview. Bill was the top sales rep for Associated Title at the time and Stewart Title wanted to bring him aboard. “I’m considering hiring him,” her boss replied. Ashley glared but her boss had already made up his mind. Bill was hired and there was nothing she could do about it. “My first day,” Bill describes, “it was like walking into a saloon in an old western movie. I opened the door and everyone would go silent. They would glance at me out of the corner of their eye only to ignore me for the rest of the day.”

“I got everyone in the office to dislike him before he even started,” Ashley says. “I wanted him to feel as unwelcome as possible so that, maybe, he would leave.”

It lasted for weeks. But Bill went to work; he brought over a lot of business from his previous company. With Bill silent and shunned in the office, Ashley coincidentally grew less irritated by his presence. She started accepting some of his deals. In a short time, Ashley became Bill’s designated closer.

It may have taken her a while to admit it, but Ashley began to like Bill. The two became friends. They even

stayed connected after they both went to different companies.

“I always liked Ashley,” Bill says. “She’s a hard worker and we have a lot in common. Though it did take a while for her to warm up to me. I don’t know what that was all about.”

In 2020, Stewart Title purchased both Empire Title and Legacy Title. Bill, who led Empire, and Ashley, who led Legacy, started checking in with each other. Takeovers are always challenging and both cared so much about their companies. Plus, Bill already had retirement on his mind.

The two teased the idea of Empire Title and Legacy Title merging. “If I were to retire, I would need someone I was confident could carry the company on without me,” Bill says. “And I knew that person was Ashley.”

To their surprise, the managers at Stewart pitched the idea of the companies merging. What began as a whisper would become a reality.

Merging Empire Title and Legacy Title was an ideal outcome. Empire had the majority of the resale business and Legacy had the majority of the builder

“I’m a 32-year overnight success!”
—Bill McAfee





“
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WHERE PEOPLE
WOULD WORK HARD
BUT ALSO HAVE FUN
IN THE PROCESS. WE
WANTED OUR TEAM
TO BE COMFORTABLE
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business. It came at the perfect time. As the post-pandemic real estate market slowed, the merger saved both Bill and Ashley from having to lay off large numbers of employees.

The merger came with its challenges. “It was like blending two families together,” Ashley says. “Every employee is unique; they have different needs. Nothing is a one-size-fits-all solution.”

Looking back, Bill will never forget the blessing of making a living doing what he loves. His original vision for Empire Title was to create a company that didn’t have a corporate feel. “We

wanted to create a culture where people would work hard but also have fun in the process. We wanted our team to be comfortable enough to be their true selves.”

The high points of Bill’s career were every time he was able to help both clients and employees get through their personal and professional challenges. “There is nothing like helping people who were financially devastated get back on their feet,” he says.

The low point came in 2020, during the pandemic when people grew divided and friends lost faith in one another.

“If I were to leave a legacy,” Bill says, “it would be that you can do things right, with great character, and still be successful. It’s the act of giving and helping others that makes you great in the end.”

In retirement, Bill will be getting involved with the non-profits. There are so many he is passionate toward but he never had much time of his own to give to them. He intends to serve on the boards of Reclaiming Hope, whose purpose is to help survivors of human trafficking at the time of their recovery, and Venture Off, whose purpose is to take underprivileged kids on outdoor adventures.

Bill will be staying involved as a consultant with Empire Title. He will also continue to support his other companies: Short Sale Solutions, Assumption Solutions, and Pikes Peak School of Real Estate.

And in his retirement, Bill will be working on forgiveness. Real estate is a challenging industry where some people are loyal and others say they’re loyal. “I’ve always been good about not taking the stress of the job home,” Bill says. “It’s just business after all and you cannot control everything.” As a man of faith, Bill lives by the Serenity Prayer: God, grant me the serenity to accept the things I cannot change, the courage to change the things I can, and the wisdom to know the difference. In the end, the hardest person to forgive, Bill admits, is himself.

August 31st, 2023 was Bill McAfee’s final day as President of Empire Title. “It’s like I’ve raised a kid and now I get to pass it off to Ashley. I look forward to seeing the style and brand she puts on Empire Title. I have absolute faith in her.”

“My vision is not a whole lot different from Bill’s, only my ways are more correct,” Ashley says with a wink towards her business partner and lifelong friend.

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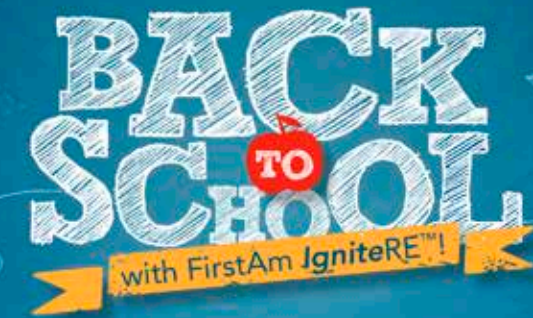
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JAMIE KRANKOFSKY



When Jamie Krankofsky retired from the Army in 2014, he had sent out around 90 job applications but hadn't found the right fit. Jamie was invited to consider real estate by Bryan, the realtor who sold Jamie his own home. Jamie admitted that his first reaction was a strong one against becoming a realtor. "I said I needed a job with a consistent paycheck and benefits. But Bryan offered to buy me some leads to help me get started. I ended up driving around with him for a week and it seemed like something I could do." Jamie went to school at Kaplan and got his license. He had one home under contract before he even passed the test.

Jamie had a strong start, selling about 38 houses that first year and 48 the second. "I made \$98,000 with a 50/50 split in my first seven months. I took that as a sign I was doing the right thing. I had been walking the path of God for 20 years and decided to keep doing what was being presented to me."

Jamie has been doing real estate for nine years and has a team of his own now. He loves the excitement that first-time home buyers have when they get their keys. He also enjoys working with military clients. It gives him a sense of joy to help ease their pain of transitioning out of the military. "It's exciting to help people through the process. Our systems help make the process more seamless for them."

LEVERAGING THE NEVER QUIT MENTALITY

Jamie believes his military background has helped him be more successful in his current career. "When you're in the military, you have to put your boots on every day and go out and do it. You develop a 'never quit, don't surrender' mentality. Throughout your military career, you get dealt obstacles everyday. This grunt mentality helps us deal with daily challenges and failures in real estate and contributes to our success." Jamie believes that failures are just opportunities to learn other ways to do things.

One of his earliest lessons involved learning to work with other agents to put the needs of the clients first. "This isn't about us. It's about those that we serve. It resonated with me very early on that it's not about agent versus agent. It's about how we can best serve our clients to create a win/win scenario for everybody."

Jamie has also learned how to work with agents on his own team, too. "I've been learning to lead and manage, while still being motivating and supporting. I'm learning new ways to deal with things that

come up on the team. It's important to have the right people in place and know how to navigate it when not everyone fits with the team culture. Overall, it's been fun building the relationships on my team while also building the culture. We're very family oriented and do a lot of stuff together. It's really important to build those relationships so they trust that I'm going to guide them appropriately."

Jamie has a number of military personnel on his team and believes they are the best realtors because they have a 'no quit' mentality. This common experience they share creates an understanding of how to support each other and how he can push his team without triggering them. "They know how I am and how I operate, which helps them be more successful. They know when I'm pushing them to get more productive, it's out of love."

RELATIONSHIPS OVER TRANSACTIONS

Jamie and his team focus on relationships over transactions. "We build from a focus on long-term relationships, which creates trust, gratitude and awareness. We communicate with our clients regularly and clients know they can contact us for anything - even if they need guidance on how to find a specific vendor or where to go for the best pizza or steak. We do a lot with our clients, hosting 3-4 parties per year and sending birthday and anniversary cards."

Jamie is proud of growing his team to the level it's at now without a bunch of leads. Even though he got his own start largely from purchased leads, he has transitioned largely to a relationship and referral model. The shift occurred after he attended a seminar and learned some ideas for how to do it differently. "I shifted from almost 100% leads to almost 100% relational and I've made more money doing it the new way. I believe it's truly the only sustainable way to build this business." Now he teaches his team how to build their business based



on relationships, too. Jamie and his team have seen tremendous success, but it took a little probing for him to talk about it. He's proud that they are #32 in the state and in the top 10% across the country.

THE GIFTS OF GIVING BACK

Jamie believes in giving back and he and his team support a variety of local nonprofits. Jamie is the Vice President of Victory Service Dogs, which helps veterans with PTSD get service dogs. "I love the cause. I had a service dog when I got out of the military. I suffered from PTSD really bad. It took five years of therapy, my service dog, and buckling down in my career to get through it. I chose not to live the path of misery and figured out how to cope with it instead. It wasn't easy and some days are still a struggle. I chose not to let it weigh me down. My family and my career helped me. I did what I needed to do. I chose not to let it consume me."

Jamie and his wife also give back daily after adopting a child who is now three years old. "We have three biological children ages 26, 24 and 20 and I'm very proud of them. Next to the birth of my biological children, being able to voluntarily give back to a life has been one of the greatest joys we've ever had. I don't think we would have been able to do it without the financial successes we've had. He's been a great blessing to our family and it's one of the greatest gifts we've been able to give."

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FUN FACTS

ABOUT YOUR FELLOW AGENTS & PARTNERS

around town

To read more about real estate agents in Colorado Springs, follow Colorado Springs Real Producers' Facebook and Instagram pages.



Back in high school, Amy Knight and her friends would wrestle pigs at their county fair in her home town of Wheatland, Wyoming.



Kellie Peek participates in taekwondo with both of her children.



Originally from Puebla, Mexico, Sol Martin learned to speak English by immersing herself in TV shows and translating music lyrics!



Growing up, Michael Moffat spent his summers on his grandparents' farm in western Nebraska and dreamt of becoming a farmer when he grew up!



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"I have known Isela for a couple of years now (wow). I have never seen anyone so dialed in to insurance. She truly loves this stuff and it shows! It's not just her help with my personal and business insurance; but I have also had her speak a few times at my real estate meetings. Stop looking and call Isela! You will not be disappointed!"

- Chris Wojciechowski
HomesIn719.com



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INTRODUCING

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Hometown

I have considered Colorado Springs my home for a little over 16 years now. Prior to moving to the Springs, I lived in the Bay Area, California for many years. Even though the majority of my life was spent in California I have always considered myself an Oregonian. I was born in a small town called Medford in the Willamette Valley in Southern Oregon. Those who have visited Oregon will know the beautiful rivers and great fishing in this area of our country. Anyone who knows me well knows that I am a huge University of Oregon Ducks fan and follow any of their sports that I can watch on TV here in Colorado.

How long have you worked in the industry?

I entered the Mortgage industry specifically about six years ago now. The Real Estate Industry has been in my blood pretty much since birth. My father was a Real Estate Developer, and I was looking to follow in his footsteps. I ended up working as a title sales representative a couple of years after graduating college. My Title Career lasted over 25 years leading me to Colorado, eventually being the Division President of Stewart Title in Colorado Springs. After spending that time in title insurance, I decided to make a change to originate mortgages, and that has been the best decision I have ever made.

What is your favorite part of being a lender?

Originating mortgage loans has been such a thrilling experience. When I made the move to this career, I was not sure what to expect. I have had the opportunity to contribute to the process of seeing hundreds of buyers successfully purchase a home for themselves and their families. Being at the closing table and seeing the keys being handed to the new owner never gets old. The thrill and elation of this experience really have no rival. Sometimes this process takes months to years from beginning to end and it is worth every second. Seeing the smiles of the borrowers and their children, if they have them, is more satisfying than most things I have ever been through.

What is one thing you would tell a first-time homebuyer?

Buying a home can be the most significant financial transaction that is experienced in one's life. When I am working with someone who is buying their first home, I definitely want to make sure they are completely understanding what they are doing in the process. Changing your status from a renter to an owner is a huge step and I take that very seriously. The main message which I make sure that new buyers understand is that they are now paying down the principal on their own home as opposed to paying it for someone else. There are very few other investments available that can build wealth and prosperity as much as owning real estate.



HAPPY Thanksgiving



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