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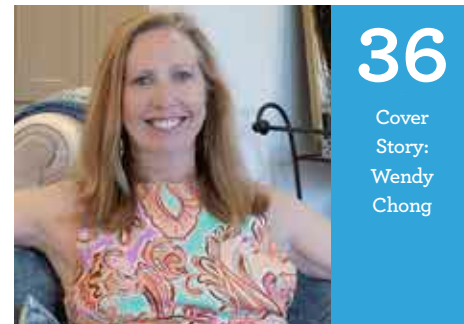
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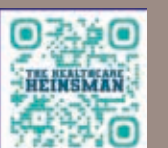
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are you **FALLing** this fall?

▶ publisher's note

Happy Fall, Y'all!

The season is upon us – pumpkin spice, festivals, football and a change in the real estate market. For years, I would talk to my clients about the inevitable downswing we would see around late August through September in real estate activity, then would ultimately resolve in October when the weather cooled and buyers started getting out again.

If you remember, and I'm sure you do, real estate went crazy out of the norm in Fall 2020 and kept up for a good couple of years, completely mixing up what we knew with super low interest rates and high demand. Fall was not slow at all and neither was winter, and it seemed the housing craze wouldn't end. Well, here we are Fall 2023 and have entered yet another market change. We are seeing record low inventory along with higher interest rates. It seems the craze has stopped abruptly. How are you doing out there? Are you FALLing this Fall?

If you know the 80/20 rule, you know that the top 20% of agents are doing 80% of the volume. At *Real Producers*, we honor and mail to the top 500 in the market, which is the top 7-8% of all agents. So even in a little bit slower market, our *Real Producers* agents are still handling quite a bit of business; I've even heard agents saying they are having their

best year ever! My best advice to agents right now is even in a downturn in transactions and activity, the best of the best are still enjoying a healthy business due to running their business like a business that sustains ups and downs. This comes from diligence and consistency, and I congratulate you if you are one of those with a best year ever. If this isn't you, I would buckle down on lead generation, relationships and absolute discipline and consistency. Analyze your business from top to bottom and look at what is really working and what is not. Do more of what works consistently.

Just a reminder that real estate "cycles", it always does, and business is always there. You may need to pivot your strategy, but you've got this! If you need some motivation to keep that consistency going, take a look at our coaching corner article this month, where Coach Wayne Salmans shares some insight on re-setting your goals.



Kelly Kilmer
 Owner/Publisher



PS: Don't forget to get registered for our annual FALL BALL EVENT! We have partnered with Habitat for Humanity to bring you an amazing gala, with networking, dinner, awards, silent auction and more. It promises to be a great time; tickets are on sale now.

►► save the date

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J S I A

JEFFREY STOKES
INSURANCE AGENCY



▶▶ agent feature

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

PRIDE & PURPOSE

JOYCE BROWN

During those moments when you are handing a set of keys to your clients for their new home, or delivering the news that their home has sold for their asking price, you witness a lot of unforgettable moments ... times that you have played a big part in making happen.

Undoubtedly, those times are among your favorite aspects of your work.

The same definitely holds true for Joyce Brown.

As a REALTOR® with Metro First Realty of Edmond, Joyce moves forward with pride and purpose on behalf of those she serves.

“I like how I can pull all my past experience together, including my design experience to help market and sell homes,” Joyce says.

“I like the fact that my clients become my friends and I feel privileged to be part of such an important process of buying and finding a home for them to live in with their families.”

Designs on the Future

Joyce grew up on a farm near Hennessey, Oklahoma. There, she had strong examples of successful living that she has taken with her through time.

“I learned a lot about the importance of having a good work ethic and living in nature,” she remembers. “I also learned a lot about design. My mother was very artistic. As I grew up, I wanted to design clothing.”

It turned out that Joyce had an early and passionate drive for design. In fact, it started when she was just 4 years old. She honed her skills and kept pursuing her passion. Eventually, all of her hard work had paid off when she was accepted to design school in Paris when she was 23 years old. “At the time, I was attending UCO for graphic design. I

went to Paris. It was a fascinating experience. I didn’t know French, but went through the program.”

She not only went through it. She also excelled. So much so, that she was the only student who was offered a job through it. In fact, she had the option of working in Paris or New York. But, she made the decision to come home.

“I am an Oklahoman at heart. That lifestyle wasn’t for me, so I came back and started my own business here,” she remembers. “This was before the Internet, so it was more challenging. I sold through QVC and to Disney, along with having items in several catalogs around the country.”

Opening New Doors

When she welcomed her son, Brooks, into the world, she sold her business and made the switch over to real estate.

“My late husband died in 2007. His family owns a bakery, and I got involved with Midtown Development Corporation in OKC,” Joyce remembers. “That was my first entry into things having to do with real estate and development. As part of that, I helped to get the first roundabout passed at the intersection of 10th and Walker.”

Joyce worked for the development and served as president of a non-profit prior to transitioning into real estate — earning her license in May 2004.

Made for This

The drive that Joyce has for life and work is part of her DNA.

“I’ve always wanted to be the best I can be. That’s part of my upbringing on the farm. I do what it takes to get the transaction done. I stage almost all of my own listings. As part of that, I own all my own furniture and accessories,” Joyce says. “I started doing that when I hadn’t been in real estate very long. I had spent a lot on marketing and then I got people to visit a home, but properties weren’t selling like they should. So I put more

into that part of the presentation of each house.”

Today, staging is an element of the transaction that Joyce takes an active role in—putting her creative talents and passion for design to work on behalf of the homes she lists.

“When I first started, I did it by myself, and then you start meeting people. I had someone who helped with staging for a



while and she moved away,” Joyce says. “Now, I have someone who helps me with larger homes. I still stage some of the smaller ones by myself.”

Away from work, Joyce treasures time with her son, Brooks, who is 26. In her free time, she enjoys taking walks, as well as sewing, painting, drawing and riding her bike. She also likes reading her bible, and occasionally conducts children’s sermons at church.

As Joyce looks to the future, she has appreciation for the people and opportunities around her, including David Yost, the developer she works closely with.

“We built a show home together in one of his neighborhoods that he developed and I market,” Joyce says. “That was a lot of fun for me as well, since that gave me another opportunity to use a lot of my design skills.”

Joyce is also very grateful to have found REALTOR® Kelly Truett, who began working with her in 2017. As she says, “We are a perfect fit. We have the same values, and it seems that many of our life experiences mirror each others. She was truly a Godsend and has improved the service and availability to our clients.”

With honesty, integrity and a relentless work ethic, Joyce Brown makes an undeniable impact for those she serves ... making a difference with a true sense of pride and purpose.



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CE Day & Happy Hour

Oak Tree Country Club

▶ event recap

Recently, *Real Producers* agents and partners enjoyed a day of education and happy hour networking. A special thanks to our event sponsors: Titan Title, United Insurance and Risk Management, Flanco Electric, Ambassador Roofing, Flow Photos, Nested Tours, and Union Home Mortgage.



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JEFF STOKES

Doing What's Right

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When the COVID-19 pandemic struck in the spring of 2020, the world as we know it was upended. As a yet unknown virus circled the globe, entire industries shuttered their doors. Many professionals were forced into new work-from-home situations, while others were forced to shift careers entirely.

At this time, Jeff Stokes and his wife were preparing to move into a new construction home they had built. The day after they signed the contract on the completed house, Jeff was laid off from his job in the oil and gas industry. After 16 years in oil and gas, he was ready for a change.

"I was already in the mode of wanting to get out of oil and gas and looking for something more stable," Jeff reflects. "So, while it was a scary time, the timing was right to make a change. At 37 years old, I needed to pivot."

Jeff had already been exploring alternate career options and had settled on starting an insurance agency. In July 2020, he officially opened the doors to Goosehead Insurance - Stokes Agency in Edmond.

"Insurance might not be anything sexy, but in oil and gas, the prices would swing every few years, and I'd worry, 'Do I have a job?' I know a ton of people in insurance, and if you put your nose to the grindstone, it's a great career," Jeff continues. "I knew

I could remake myself, and I really wanted to help people. I didn't have anything holding me back. It was time."

Over the past three years, Jeff has developed a reputation for being one of the top insurance providers in Edmond. His background in sales has helped him understand that taking an educational, not a salesy, approach to business is the way to win long-term and repeat clients.

"We're here to educate and be a fiduciary for our clients, and we want to win their business. If we meet those two standards, we will win their business," Jeff says frankly.

FUN FACT

Jeff and his wife, Amanda, met on July 5, 2009. Jeff opened Goosehead Insurance - Stokes Agency on July 5, 2020. "It was coincidental," Jeff says. "It's the way God gave it."



Jeff’s agency has the benefit of offering clients the power of choice. He can shop 37 carriers in Oklahoma and over 60 in Texas. In just three years, Goosehead has grown quickly; now, they are looking to hire additional insurance agents.

Outside work, you’ll find Jeff playing golf or ice hockey, visiting his son at Oklahoma State University, or working out (Orangetheory Fitness is his go-to). He and Amanda also own Budget Blinds of Oklahoma City and Yukon. Amanda handles sales for that business, while Jeff manages the financials, backend, and installations.

Jeff and Amanda also have a son, Daylan (22). Daylan is actually Jeff’s stepson, but at 22 years old, he asked Jeff to adopt him — a meaningful gesture of family and commitment.

While Jeff is grateful for his work in insurance, it’s not what defines him. He prides himself on being an honest, loving, God-fearing husband and father.

“I’m a God-fearing man,” Jeff says proudly. “I love my wife, I love my kid, and I want to be good at what I do. Goosehead Insurance is a place where, if you need advice or help, we’re open to helping you out, even if it means we don’t get your business. We do what’s right for the client, not what’s right for our pocketbooks — every time.”

Jeff Stokes leads Goosehead Insurance - Stokes Agency. Based in Edmond, Oklahoma, his team serves the Oklahoma and Texas markets. For more information, visit <https://www.goosehead.com/agents/ok/edmond/jeffrey-stokes>.



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JAMES & LESLIE HUGO

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

MOVING FORWARD WITH CONFIDENCE

In the process of clients making their way through the process of purchasing or selling a home, there are a lot of unknowns, surprises and pitfalls that are sprung on them throughout the journey.

Luckily, they have you on their side to help them make their way through ... serving as a valued guide to streamline the path as much as possible.

That's the same drive that James and Leslie Hugo have.

Making a Solid Impact

As a husband-and-wife team at Hugo Homes with Keller Williams Central Oklahoma, James and Leslie take pride in helping their clients to be able to move forward with confidence.

"It means a lot to us getting to work with people through a big life change and having the chance to hold hands with and walk alongside people who are going through these changes," Leslie says.

"Buying can feel really scary. Our goal is to take as much of that scariness out so people can feel good and confident about their decisions. A lot of times, you can see that exhale that they have when they hear that," James says. "We wanted to be the kind of REALTORS®

that we wanted to work with. With the idea of seeing a home for the first time, some people almost don't know how to act. We say it should be fun. Be yourselves through the process and there are no dumb questions."

Getting Their Start

Leslie began her journey in real estate in 2017, with James earning his license in 2020. Their path in life and business together started well before that.

Leslie grew up in Prague, Oklahoma, while James was born and raised in Edmond. The two both worked at Life

Church in the central business office. In time, they grew closer and started dating. After nine months, they made their commitment to each other formal and were married. That was around 10 years ago.

As they started their family, Leslie made the decision to pursue her real estate license, with the idea of having a more flexible work schedule.

"Our son was nine months old when I got my license. I thought I would do real estate part-time and have him with me at home. It quickly became full-time and then we had a second child," Leslie says.



"James was working from home and he got to see what it was like working in the business during the pandemic. As a result, he got his license and joined me in the business."

Joining Forces

Prior to real estate, James had enjoyed success in another path, having worked for 15 years as a graphic designer. He had graduated from Edmond North and went on to earn his degree from UCO.

"After Leslie got her real estate license, she said it was her dream for me to join her in real estate. At the time, it wasn't my dream," James says with a smile. "It wasn't that I was against it. It was just that life was working well for us and the idea of working together was something I worried about, because sometimes you hear about married couples having issues when they work together. But we had a long conversation and moved forward. Now being three years into it, I wouldn't do anything else."

It's completely clear that they love sharing the same path together.

"I was alone those first three years in the business. Now, it means a lot having James to talk to about work and having a partner in it. I really love that. James is extroverted and super fun. I'm energized by the paperwork and keeping everything organized and on track. It's super fun getting to work together."

Spotlighting Their Strengths

As James says, the process of working together helped to clearly reveal each other's strengths.

"I love being out and about with people, listing and showing homes, and Leslie is eagle eyes on paperwork and keeping things organized," James says. "We could both do both. But we chose early on to focus on our strengths. That makes it much more enjoyable and makes us good in our jobs. Plus, it has only helped to grow our marriage."



Their efforts continue to create rewards all the way around. In fact, in 2022, James and Leslie recorded around \$14 million in sales volume.

Family Highlights

Away from work, life is made much richer for the Hugos by their family, including their children—6-year-old son Brady, and 4-year-old daughter Blake.

They recently built and moved into a new house, so they’ve been kept plenty busy by that transition, as well. In his free time, James has a passion for woodworking. He also has a side business that he pursues called OKC Timber, where he creates wood-based artwork. He also makes leather patch hats. “That has been a fun way to network with businesses and provide something unique for them,” he says.

In the meantime, Leslie relishes time at home. She plans on starting a new garden, as well as getting some farm animals.

When it comes to staying engaged in the community, Leslie and James remain involved with Life Church. James does quite a bit of work with TrueNorth Ministries for men, including retreats and camps. They are also involved in the Keller Williams Red Day Run which raises money for local organizations.

Maintaining Strong Bonds

When you talk with James and Leslie, you instantly understand the fact that they have a knack for creating and sustaining strong bonds with others.

“I want our clients to feel that we truly care about them through the experience. When we’re with people, we are fully with them,” Leslie says. “We are very intentional about our time with them. We are fully present.”



We chose early on to focus on our strengths. That makes it much more enjoyable and makes us good in our jobs. Plus, it has only helped to grow our marriage.

As James adds, “Like we say, it’s about people first and houses second. A big thing for me is that it should be fun and we should be able to laugh along the way through a transaction. It can be a stressful process, but there’s no reason why it can’t be fun.”

Clearly, James and Leslie instill that sense of calm and confidence in those they serve ... helping them achieve their goals in life through real estate.



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OKCMAR ADVOCACY

Why Engage?

Because real estate is one of the most regulated industries in our society, it is important for REALTORS® to be engaged in influencing policies. Besides reporting current affairs, OKCMAR holds town halls to educate the membership, monitors local municipal agendas and meetings, and develops policy positions.

We are currently in the midst of major changes across the metro. Many are being

driven by policies currently under review or proposals being considered, including a major update to the zoning codes and affordable housing strategies in OKC. Responding to the changing demographics of the metro is why our DEI efforts are critical in ensuring the future of the profession. Other policies that we are engaged in include the Landlord-Tenant Act, HOA, and homelessness.



IMPROVING QUALITY OF LIFE FOR THE COMMUNITY

*The Way Home:
An OKCMAR Initiative Tackling
Housing Insecurity*

Launched in March 2023, The Way Home was inspired by a membership survey revealing homelessness as a top social concern. The Way Home Gift Fund, powered by the Oklahoma City Community Foundation, was officially launched in August with an inaugural fundraiser. Designed to support charities providing services to those experiencing homelessness, the fund opened with a \$20,000 contribution from OKCMAR and MLSOK.

OKCMAR has also joined forces with the City of Oklahoma City and the Greater Oklahoma City Chamber on an awareness campaign. Key to Home focuses on chronic homelessness with a goal to house 500 in the next two years.

For more information on
OKCMAR's homelessness
initiative, please visit
okcmar.org/thewayhome.

RPAC INFLUENCE

Between contributing \$75,000 to the largest school bond in the history of OKCPS, supporting the Fix the Jail campaign, and electing REALTOR® Champions to the Oklahoma City Council, RPAC has had some exciting recent victories! OKCMAR believes strongly that schools are a key factor for economic growth and housing development. The bond secured close to \$1 billion in funding to improve schools for 33,000 students. OKCMAR also supported the Fix the Jail campaign, which helped avoid an increase in property taxes. REALTOR® Champions James Cooper, JoBeth Hamon, Matt Hinkle and Mark Stonecipher continue to advocate for affordable housing.

DIVERSITY, EQUITY AND INCLUSION

OKCMAR's DEI program was created with the intention of leading the way in increasing the number of REALTORS® and homeowners in our underserved communities. Currently, less than 20% of our members represent these demographics.

The program kicked off with a luncheon featuring national DEI expert Risha Grant in January. Due to OKCMAR's efforts, April was declared Fair Housing Month in OKC by Mayor Holt. In addition, the RPAC events incorporate the quadrants and demographics of the city.

In the REALTOR® world, four organizations have been leaders in the fight to ensure that underrepresented segments of our communities are empowered and encouraged to become part of our profession and support these communities in becoming homeowners. OKCMAR is proud to support NAHREP, NAREB, The Alliance, and AREAA and look forward to strengthening the partnership!

COMMUNITY PARTNERS

The Community Partners program is tasked with coordinating OKCMAR's efforts on policy objectives and interactions with locally elected officials and staff. There are currently 37 identified municipalities in Oklahoma, Canadian and Blaine counties. Fostering relationships

with local leaders creates exponential payoff to the REALTOR® community.

OKCMAR community partners and REALTORS® have the most up to date knowledge about local ordinances and laws being passed or considered.

BRANDING

REALTORS® are real estate experts and advocates for homeownership.

NAR's Riding with the Brand tour focused on showing the value of the REALTOR® brand and making a difference by engaging with elected officials and community members. OKCMAR Advocacy proudly continues this mission throughout the year and into the future!

Visit okcmar.org/advocacy for the latest updates.



remembering Morrie Shepherd

A PIONEER IN THE OKC REAL ESTATE INDUSTRY



Maurice Lee (Morrie) Shepherd was born October 28th, 1946, in Kansas, and sadly passed away August 2nd at his home at the age of 76. He leaves behind his wife of 55 years, Sharon, two children, many grandchildren and great grandchildren, siblings, extended family members, friends and colleagues.

A true pioneer in the OKC real estate industry for three decades, Morrie obtained his real estate license in 1987 and became a broker in 1990. He founded Metro First Realty in 2005 with just a few agents, and today, it has grown to include hundreds of agents all across the OKC metro. Father, mentor, broker, husband, entrepreneur and friend, Morrie received many recognitions throughout his life and career, including the OKCMAR Lifetime Achievement Award. His impact on the OKC real estate industry and his influence on a generation of real estate agents will be felt for many years to come and he will be greatly missed.

Dear Morrie,
A heavy heart accompanies these words. The Oklahoma City real estate community mourns the loss of your unwavering positivity and light. Your deep love for Sharon set a standard for us all, a commitment to cherish. You were more than a husband, friend, and mentor. Your presence inspired, creating cherished memories in each interaction. Your infectious smile reflected the joy you brought. Your unwavering belief in me fueled my ascent. Your friendship and wisdom remain invaluable, woven into my life's tapestry. Lessons, smiles, and support echo in my heart. Farewell my friend, and tell Judy we still miss her every day.



Rest peacefully, knowing your legacy lives on.

Kathy Fowler
eXp Oklahoma Broker Team™

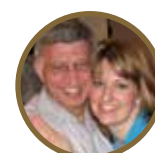
"In June of 2019, I joined Metro First Realty as I was seeking a brokerage change. I had previously spoken with Morrie a few times and worked with him on cross-sales in the past. His innovative idea of a flat fee brokerage impressed me, which allowed me to earn more commission. Following the passing of Judy Lyndsey soon after my arrival, I was asked to assume the position of Consulting Broker and Educational Director for Morrie. I felt honored to be entrusted with this responsibility. I had the privilege of working with Morrie for four years and observing how he ran his office. I am humbled by his confidence in my abilities and the trust the office has placed in me to continue Morrie's legacy. I deeply miss Morrie and his wisdom, as well as his vast knowledge of the real estate industry and his steadfast religious faith. My friend and broker, Morrie, has greatly improved my life by being a part of my circle."



You were the best!

Tina Allen
Metro First Realty
Managing Broker/Education Director

"I nicknamed Morrie Shepherd 'The Godfather' years ago. He was the best husband, father, friend, broker, man. I will miss his laugh, his kind words, his smile, and his genuine care of others. He's taught me so much over the years of being a REALTOR®, and he changed the game of real estate with his ideas, his mission, his kindness. He's my family. Anyone that knew him was his family. Please keep his loved ones in your hearts, thoughts, prayers, as we will truly miss one of the best men to have ever walked the earth.



"Sweet dreams, dear sir. Ftr, you were so muckin fuch. Also, thank you, for everything."

Jamie Ferranti
Metro First Realty

"There are special people in our lives who never leave us, even after they are gone. May his spirit live on forever in our hearts and souls."



Cari Hockett
COO - OKCMAR

"I had been a REALTOR® for 16 years and decided to make a move to Metro First Realty 7 years ago. Since the moment I met Morrie and Sharon, I knew this was home for me. I admired the vision Morrie had when he started Metro First Realty. He was a trailblazer by branching off and starting his own franchise with the new idea he had. He was ALWAYS at his desk when you went into the office. He always had a big smile and greeted you with happiness and encouragement. You see...We need more Morrie's in the world. He was a huge mentor to me, and he is missed greatly."



Tim Rasmussen
Metro First Realty

"...Morrie, a beacon of light in both the real estate industry and humanity, was undoubtedly one of these remarkable souls. A man who not only built a real estate company, but also nurtured a sanctuary of integrity, wisdom, & empathy within the realm of Metro First Realty...He was a luminary, a source of inspiration to the world of real estate with a brilliance all his own. His laughter was a melody that echoed through the hallways of our hearts, and he'll remain etched in the fabric of our lives. While his physical journey may have reached its conclusion, his influence shall resonate eternally within the walls of Metro First Realty and within the hearts of all who were privileged to know him....Rest now, Morrie, in the embrace of eternal peace. Your legacy lives on, a testament to a life richly lived, a heart profoundly loved, and a spirit that continues to illuminate our path with each new dawn & sunset. Sir, we thank you for being you.

Until we meet again, my friend."



Kevin Lee Alford & Jason
Metro First Realty

Morrie was not only an accomplished Broker/Owner, but a person you respected. A good listener to help resolve issues with you. I enjoyed him as a person and always trusted his knowledge. He will certainly be missed but never forgotten.



Don Cashman
Metro First Realty

“This is hard because I feel like I’ve lost one of my biggest cheerleaders. Morrie was more than a broker; he was a true leader. He inspired, encouraged, and constantly supported those around him. He was a trailblazer in OKC real estate with a vision for a business model that, at the time, was completely foreign to our market. He took that vision, built it and made it successful. He always had time to listen and encourage me. And he ended every phone call with “Now Becky, what can I do to help you?” And he always truly meant it.



Becky Karpe
Metro First Realty

“What a treasure we’ve lost. A positive light and a true leader, Morrie’s legacy will live on in those he has inspired.”



Carolyn Sims
President - OKCMAR

“When I think of Morrie Shepherd, I think of the guy that inspired me to fight even harder to get more OKCMAR members to invest in RPAC. When I joined the OKCMAR staff in 2016, we were hitting a participation goal of about 16%. My goal was to get that number to at least a respectable 30%. So, I went looking for people to help. Morrie ended up being that guy. I asked him why he was a major investor, and he told me his story. From that day, I was not only motivated but became an RPAC investor myself. His words to me were, “I have benefited royally from those who have supported the profession through RPAC. It is my time to do the same.”



Gary Jones
*Government Affairs Director
OKCMAR*

“Morrie was willing to take a chance on me opening a branch office in Stillwater. He encouraged me and gave me free reign to create my own office. Our family will be forever in his debt because he allowed me to pursue my dream. That branch turned into my franchise, and I will always remember how I got here.”



Sharyl Pickens
Metro First Realty Franchisee - Stillwater

“Back in 2008. I moved from California to Oklahoma City, OK. I remember walking into the Britton office and meeting Morrie for the first time. He was such a pleasant person and helpful in making my transition from California to Oklahoma. He always had a smile on his face when you came into his office and asked him for help with a transaction. I always felt like part of a family at Metro First Realty. I will miss his kindness and expertise.



Luis F. Diaz
Metro First Realty

“Morrie’s impact on my life was very positive! His positive attitude and calming spirit I shall never forget. I have worked in the same industry with him since 2003. I started working for him as an employee about a year ago. He was a good man. The world needs more Morries. He had this saying every day, I mean every single day. He would say, “Fatina, how are you today? Is there anything I can do for you today?” I said, “Who does that?” Morrie Shepherd does, and the best part is that he really meant what he asked. A broker-owner asking an employee what he can do for me. I said, “No, Morrie, what can I do for you?” I love Morrie and will miss him tremendously!”



Fatina Scott
*Compliance Director
Metro First Realty at Lake Hefner*

“I met Morrie sometime in 1988 while I was working for HUD and Morrie was working with Mike Green. Mike’s company was a HUD contractor who managed our HUD inventory. Somewhere around 1991 I moved to a neighborhood close to St Patrick Catholic Church and there was Morrie and Sharon, So I joined the church and our relationship has been one of trust and true friendship. In fact, when Morrie started Metro First I helped move his metal desk and 1 file cabinet and one table into his present

building. Sharon, I and some lady helped drag that desk and cabinet and table into a small office. At that time I was working for Burroughs Company realtors, having known the principal broker (Marie Burroughs) since about the time I met Morrie. Thanks Morrie, it was a great ride, Rest In Peace!”



Louis Gonzales
Metro First Realty

“Morrie is the only broker I’ve ever worked for. He opened the Britton office in 2005 and I joined him in 2006. He was kind, helpful and always had an open door when I had a question or concern. He greeted me every time I walked in the door. I will miss him very much.”



Carol Heinen
Metro First Realty

“We came from humble beginnings when I joined MFR in late November 2005. I was Morrie’s 10th agent at the time....We had MFR’s first Christmas party at Furr’s Cafeteria because there weren’t any available reservations anywhere....Didn’t take many years after that to celebrate Christmas at the Country Club. What wonderful events, sharing stories, and celebrating agents’ achievements. It was always made so special by Morrie and Sharon, who MC’d the event. Seeing how proud and honored they were with the sea of agents before them. Always dedicating that night with encouraging donations of diapers and money to the Infant Crisis Center here in OKC.

“...I will always remember Morrie’s true gentle spirit, humble with deep concerns for being reasonable, and doing things right and being fair. Always interested in “my story.” Definitely the “Salt of the Earth.”



Elizabeth Kondor
Metro First Realty

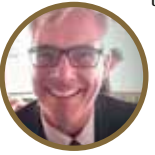
“What can I say about Morrie? I will miss him dearly. He was a kind, caring soul and the best boss I’ve ever had the privilege to work for. I recall the time that someone tried to get me to move over to another brokerage in town. They told me the pay was very competitive. My words to her were, “There isn’t enough money to get me to leave

here.” We are family. He was quite patient with me over the 10 years I have been here, and he never failed to fully support his staff and stand up for us. There are just not enough words to express how much he will be missed. Rest in peace Mr. Bossman....



Vickie Passmore
*Operations Manager
Metro First Realty at Lake Hefner*

“I first met Morrie and Sharon in January, 2008 at their office on Britton Road. I had just received my sales associate license and most people around me thought I was crazy to enter real estate at that time. Morrie was very supportive of my decision, reassuring of our chosen profession in a turbulent time, and providing confidence that we all would succeed. In my nine years of working with Morrie, he not only guided and encouraged me, he was available to all his agents either at the office or over the phone. And, as always, Sharon was right there with her unflappable loving spirit. As with many, I will miss Morrie’s endless support of our industry, our association, and to the countless agents he influenced.



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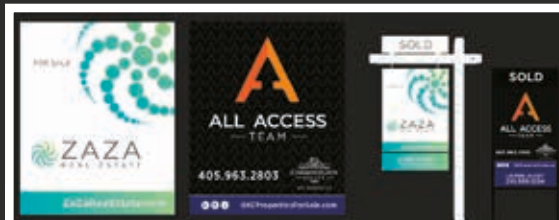
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DANCING TO SUCCESS

From the time she was a young girl, Wendy Chong was drawn to houses. She recalls notebooks filled with drawings and floor plans from her formative years. As she reached adulthood, she found herself living in historic homes. She surrounded her life with the art that older homes bring and thoroughly enjoyed rehabilitating and modernizing houses while keeping their old-fashioned charm.

“Homes were always something I was passionate about. That was always what I loved,” Wendy recalls fondly.

Although Wendy has a background in accounting — she holds an accounting degree from the University of Tulsa — she set out to build a real estate career in 1997. Twenty-six years later, she is still thriving in the business. She started her career intending to become a real estate investor, but her business quickly took on a life of its own. Over the past two decades, Wendy has consistently been one of Oklahoma City’s top agents.

BUILT ON EXPERIENCE

Wendy has been with RE/MAX her entire career. She closed 33 transactions for almost \$21 million in 2022 and has been fortunate enough to have been ranked as the #1 RE/MAX agent in Oklahoma several times, most recently in 2019. She is a Certified Luxury Home Marketing Specialist (CLHMS), is part of the RE/MAX Hall of Fame and the RE/MAX Circle of Legends, and has received the RE/MAX Lifetime Achievement Award.

WENDY CHONG

» cover story

Written by Zachary Cohen
Photos by Eliora Media

So, what have been the keys to Wendy's long-term success in such a challenging business?

"I just try to be real about things," she says. "I don't want to fluff people up. I just keep to the facts, and I think people appreciate that honesty. I stay enthusiastic. I take each person, their individual circumstances, and tailor solutions to them."

Wendy also leans into her experience, knowledge, and vast network to come

through for her clients. She considers herself a fixer, a psychologist, and a friend. "Buying and selling [a home] is emotional for a lot of people. There are a lot of hats I have to wear. I try to put myself in the client's shoes, and I love working with people," Wendy continues.

FAMILY FIRST

Wendy has been incredibly successful as a real estate agent, but she's a mother and wife first and foremost. She recently celebrated her 40th anniversary with her husband, Mike. Their two adult children, Maggie and Patrick, are living enriching lives of their own. Maggie has even followed her mom

into real estate and is an agent with Serhant in New York City. Wendy also has a passion for travel.

Wendy is proud of her success in real estate, yet it's her family that matters most. Her family is her proudest legacy.

"My husband was diagnosed with leukemia at 45. He's doing okay, but he had a complete bone marrow transplant, and it affected the whole family. It helped me reflect on what's important, and that's family and how we support each other through thick or thin," Wendy shares. "My family, my kids — that's the kind of legacy that's important to me."

“
I try to
put myself in the
client's shoes, and
I love working
with people.
”



Wendy with her friend and happy client, Linda Vater



FUN FACT
Wendy has a long history in ballet. She was a student at the Yvonne Chouteau School of Ballet in Oklahoma City and, later, at the School of American Ballet in New York City. At 13 years old, she became one of the youngest members of the Oklahoma City Ballet. She's still involved in the ballet world, too. She is on the Oklahoma City Ballet advisory council and attends the yearly School of American Ballet Ball in New York.



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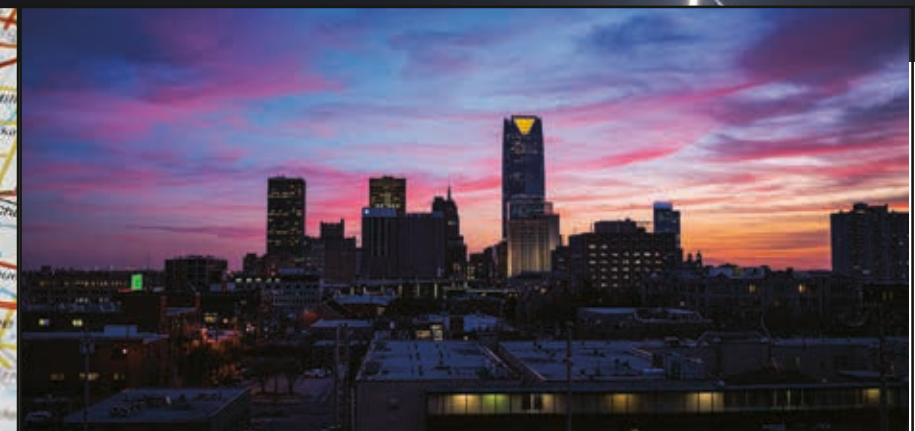
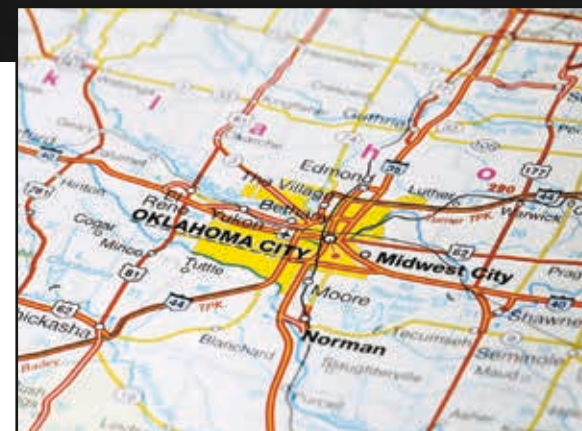
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