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publisher's note

Photos By FinisherPix

Last month I mentioned this quote: "You don't rise to the occasion, you fall to the level of your preparation" and I'm thrilled with the way my preparation went over the past several months to complete the Ohio Ironman 70.3 in late July.

The buildup and excitement for race day were a lot calmer than what I could have expected. Because I had prepared so much, playing through these scenarios many times in my head, I've never felt more prepared for something physically.

Something I came to realize in triathlon is similar to what I learned playing college baseball, **control what you can control**, don't worry about what you did earlier and could have improved on, and don't worry about what lies ahead. Only focus on what's happening right now. A good strategy is to segment each part of the day to only focus on what you're doing at the current time. Breaking it down into a swim, then a bike, then a run. It doesn't need to be anything more complicated than that. Trust the training that's been done and the preparation to lead to this point.

My main goal was to finish this race, feeling strong, and in 6 hours or less. I was thrilled when I got out of the water and was much faster that day than I had planned, so when I took to the bike I was already a step ahead. Then everything was favorable on the bike to allow me to finish even quicker on that portion of the event than I had hoped for.

Going into the run I had 30 extra minutes to spare to hit my goal. I knew if I ran a strong race and nothing catastrophic happened with cramping or any injury, I was going to knock this out. You can see my time above. I finished in 5 hours and 44 minutes. So well ahead of the 6-hour mental goal that I had. I can't say that it was easy, there were a lot of struggles along the way with every step I took to finish the half-marathon portion of this race. But mentally I kept telling myself that all of my training had come down to minutes. Just 30 minutes left, then 10 minutes left, then one last final turn before I got to feel the glory of running across that red carpet.

As I hit the final turn I was feeling a huge sense of accomplishment as I was looking down at my feet. The red carpet leading to the finish line is something special. When you've thought about something every day for the last 6 months. I can't say it was easy, I can't say that it's for everyone, but I know so many people out there have more in them than what they truly believe. If they just set a plan in place and small checkpoints along the way, many more things are possible in fitness, in business. and in life.

Thanks to the many of you who have cheered along these past several months and followed along in my journey. I'm grateful for the community here that Real Producers has allowed me to connect with,

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Always in good company with my pal Bobby Wright



and I look forward to many more years of success with all of you.

Cheers!
Aaron

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JUNK MAGICIANS

▶▶ sponsor spotlight

Written By **Brett Rybak**
Photos By **ThePhaseTwo Media**

HUNTER JABLONSKI MAKING THE MOST OUT OF MOVE TO LEXINGTON

When Hunter Jablonski graduated from the University of Nevada, Reno and opened Junk Magicians in 2020, he likely had no idea it would lead him to Lexington, Kentucky, three years later.

Jablonski, who has spent a good chunk of his life in the Midwest, started the company in Nevada in 2020. The largest locally-owned, non-franchised junk removal and demolition company

in Reno has now been open and fully operational for three years.

However, with Jablonski's girlfriend living in Lexington and pursuing her PharmD degree, he realized he wanted to make a move.

"It was tough with her being in Lexington and me operating a business in Reno," Jablonski said. "So I moved to Lexington in July of last year and fully opened the company in September. At

this point, we are up to a 12-man crew with three trucks, including multiple demolition and junk removal crews, running each day."

Through these three years and now two different locations across the country, Jablonski has not only seen his business grow - his businesses have 26 employees across two states - but he has seen personal growth, as well.

“At the end of 2020, we were just two guys and a trailer, but I knew this was something I wanted to do full-time,” Jablonski said. “Since that point, I’ve made it a priority to learn the business side of the organization but also learn how to manage people. Along with on-the-job learning the tricks of the trade, we have a book club with internal management to spread knowledge. It’s important to continue to provide education and growth.”

The work with people also extends far beyond those within the organization. In Jablonski’s mind, internal growth helps provide benefits to Junk Magicians’ customers.

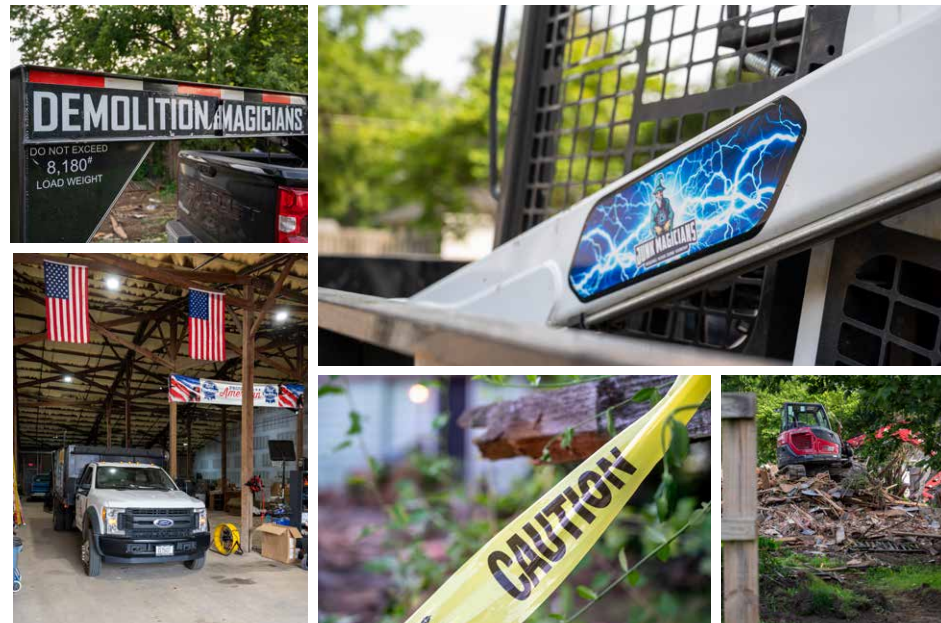


“We’ve become big on cultivating those relationships with our clients and developing repeat customers,” Jablonski added. “Our relationship is so much more than getting one big job and just being done with it.”

But how, exactly, does Jablonski develop those relationships? To him, it’s the perfect combination of communication and the three “F’s” – fast service, friendly technicians and fair pricing.

“To us, communication is first and foremost,” Jablonski said. “We typically send three or four updates before our arrival but, along with that, we pride ourselves on the consistency of overall service. With developing those repeat customers, clients come to expect consistent service and consistency from the individual technicians, as well.”

So while Jablonski’s getting adapted to life in Lexington, he believes his business philosophy and experience here have proven he can continue to grow.



“The people in Lexington have been great,” Jablonski said. “I came in and we were able to help make a name for ourselves pretty quickly. We’ve become really good friends with people from other companies out here. We’ve been fortunate to have the opportunity to grow and expand in this market. It’s set a standard for our other location and motivated us to expand to other areas and locations.”

That standard will surely help Jablonski continue to grow within the Lexington and Reno markets and beyond.



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big job and
just being
done with it.
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Written By Elizabeth McCabe
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NATIONAL REAL ESTATE

on the rise

From the arena to the market: how an equestrian enthusiast galloped to sweet success in real estate

Growing up in the beautiful Bay Area of California, just an hour outside San Francisco, REALTOR® Maxine Rayburn has fond memories of riding horses. “My childhood was amazing,” she comments. Riding horses at the young age of 5 left an impression upon her, causing to appreciate these majestic animals. She soon started riding competitively and excelled in the sport.

As a child, Maxine originally wanted to be a veterinarian. “However, the more competitive I got in riding, I saw what veterinarians did and I didn’t want to do it,” she admits.

Riding became her ultimate passion, and her love for horses paved the way for significant life decisions. When she moved to Arizona for college, her passion for horses led her to transfer to the University of Kentucky, where she believed she could pursue her equestrian dreams.

Although Maxine initially started as an Economics major, her heart was not entirely in it. She loved her economics classes but found no joy in the other subjects. Eventually, she switched her major to International Studies with a focus on Global Development and Latin America. Maxine excelled in her studies and graduated, making the Dean’s List every year.

A PASSION FOR HORSES AND HOUSES

“My passion for horses launched me into real estate,” reflects Maxine. That led her to the Bluegrass State, where she started working as a part-time assistant for a local REALTOR® while in college. As she assisted the REALTOR®, she fell in love with the real estate career and decided to pursue it wholeheartedly. Maxine completed her real estate courses in just one month, juggling her responsibilities between classes, bartending, and even nannying. She earned her real estate license in 2019. She credits her entrepreneurial spirit to her father.



“I wanted to work for myself,” says Maxine. “I’ve watched my parents worry about money. My goal was always financial freedom.”

Maxine started at eXp Realty, which she found was a “great place to start.” The road to real estate wasn’t easy. “When I started, I had no sphere here,” she says. “Six months into real estate, the pandemic started.” Even though she had no community and no help, Maxine was “winging it,” and starting to get traction in real estate.

“I then switched to Keller Williams to be a part of a team. I was doing very well, but I just wanted some

mentorship.” After 9 months, Maxine went back to being an individual agent. Now she is making her mark at National Real Estate with The Reyburn Group.

OVERCOMING CHALLENGES AND THRIVING IN REAL ESTATE

To build her client base in real estate, Maxine worked tirelessly. She says, “I had to get good at converting cold leads. I started leasing apartments from an investor. I took the money I made from that and bought leads.” She jokes, “I had to buy friends to launch my career.”

When the pandemic hit and many agents pulled their money out of Zillow (thinking the market was going to tank), Maxine did the opposite. “I put all my money into Zillow and got tons of leads.” It paid off. Her first year in real estate, Maxine sold 4 million dollars through Zillow leads alone.

Utilizing the power of social media, Maxine started marketing, documenting everything that she did in real estate. “Perception is everything,” she says. “I made it look like I was really busy. I started getting leads on social media because that was my first lead source. I built a community online rather than in person.” The pandemic taught her the power of social media to create a career and build her brand.

EMBRACING INTERIOR DESIGN AND FUTURE GOALS

In addition to her passion for real estate, Maxine discovered a love for interior design. She recognized her calling in combining her real estate expertise with her eye for design. This led her to venture into launching Redwood Design Co., an interior design firm, this past August.

“I got my love for design and creating warm spaces from my mom,” says Maxine. “She makes any home that she lives in so pretty.”

What’s next for this go-getter? Looking forward, Maxine is excited about watching her team grow and creating a concierge service brand that prioritizes clients’ needs. She has plans to expand her real estate business by launching more Airbnb properties across central Kentucky and the Lexington area. Her mother delights in managing the guest experiences for Airbnbs, doing an exceptional job.

Similarly, Maxine delights in catering to her clients. Maxine says “Real estate is my career, but the client experience is my passion. I want to make sure that every client feels loved and is heard throughout the whole process.”

FAMILY. FRIENDS. FAITH.

Maxine’s family, including her older sister, parents, and her husband, Colt, has been her unwavering support throughout her journey. Their love, encouragement, and entrepreneurial spirits have played a significant role in shaping Maxine’s life and career.

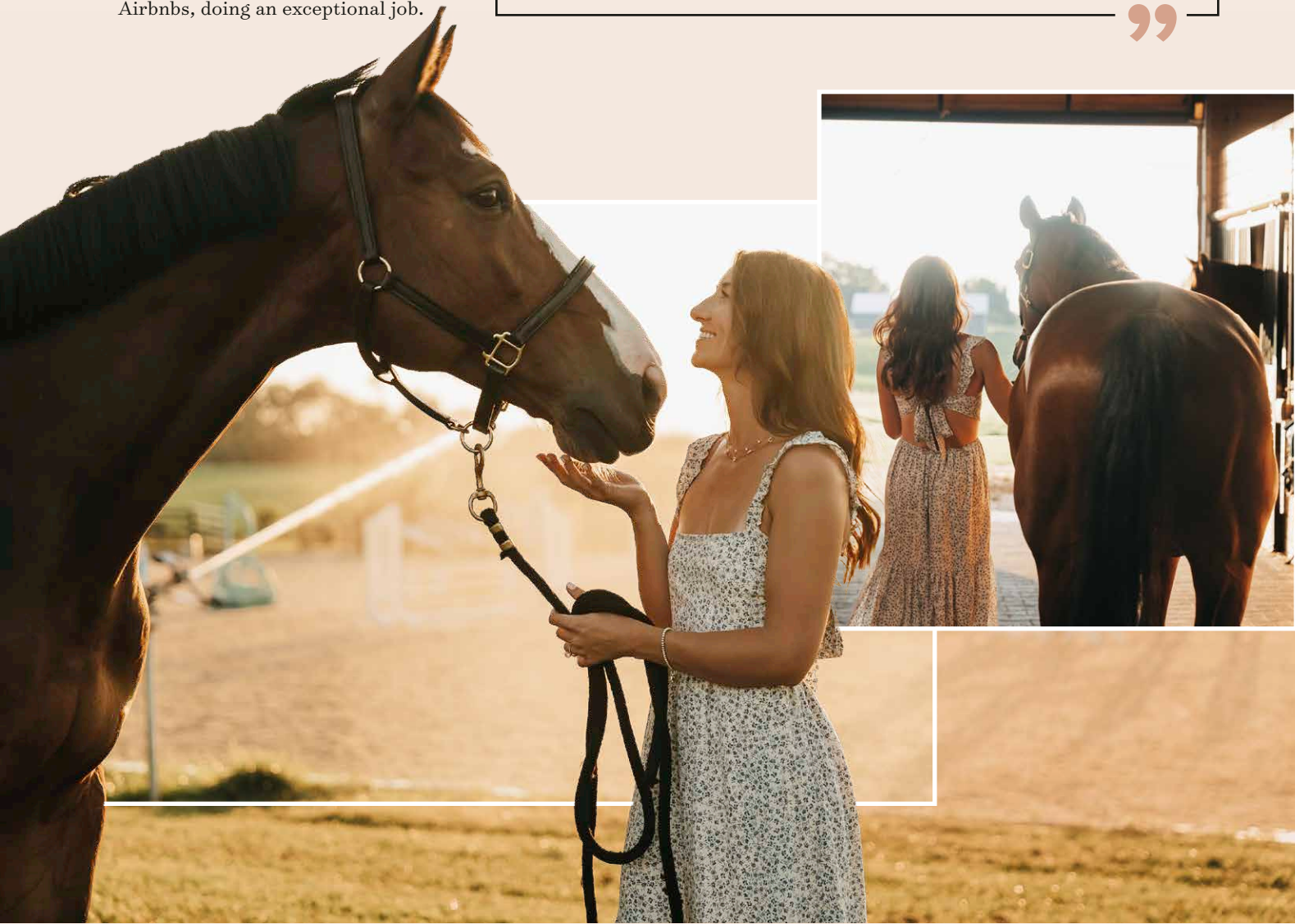
A woman of faith, Maxine gives all the success to God for the doors that

He has opened in her life. “Every hard deal or situation has taught me something going forward,” she says. “No hard season has been wasted.” She also has a heart of gratitude for her “incredible husband.” Colt has been with Maxine through it all and she couldn’t be happier about that.

“Colt and his business partner have launched a property management company. I’m super proud of them and can’t wait to watch that grow,” says Maxine.

Recently, she and Colt purchased their house and renovated it to make it the home of their dreams. “I just renovated an office space and am excited to get back

“
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TAUGHT ME SOMETHING GOING FORWARD.
NO HARD SEASON HAS BEEN WASTED.
”



Team Member Katherine Jackson
Photos by Abigail E. Photography

into a more normal routine. I’m excited to see what doors God will open,” smiles Maxine.

When not working, you can find Maxine riding horses. “The barn is my main sanctuary and where I go to get away,” she says. Her parents and best friends recently moved here and she enjoys hanging out with them. “My dad got into real estate investments with Colt and it’s really cool to watch them work alongside each other,” says Maxine with a heart of gratitude.

FINAL THOUGHTS

Maxine’s dedication, resilience, and love for horses have paved the way for a thriving real estate career. Her passion for the industry, commitment to her clients’ satisfaction, and ability to overcome challenges make her an exceptional agent. As Maxine continues to make her mark in the real estate world and beyond, she remains grateful for the doors that have opened and the opportunities to serve her clients with integrity and care.

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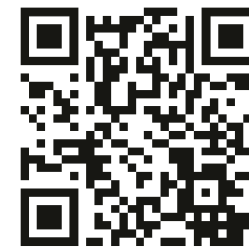
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VANESSA VALE WOMACK

Keller Williams Bluegrass

Vanessa Vale Womack has established her life and business centered around “enriching and uplifting”. Real estate being a part of her life since childhood, she achieved success at a young age, however, the obstacles she has overcome have only strengthened her mindset and her drive.

As a young girl, Vanessa grew up working on the family farm and rental properties of her father who was a builder. She recalls observing her father building from the ground up, which entailed creating plans and construction from start to finish. “It really drove my love for real estate,” she remarks on being raised around the construction environment. “A house is a structure, and a home is where memories are made. It’s part of who you are. I love being a part of that.”

This deep-rooted love for real estate followed her into adulthood, while she was working full-time as a retail cellphone store manager in 2004, she became an officially licensed REALTOR®. She bought her first house that following year, at the young age of 23. “I loved every bit of it, and learned a lot through the process!” she says of the unliveable distressed foreclosure. Education is a priority for her, which led her to achieve her goal of earning her Broker license in 2020.

Despite Vanessa’s early success, her journey has not been without challenges. In 2008, she moved away from everything she loved. By 2012, she realized that situation was not right for her; her heart belonged back in Lexington and back in Real Estate. This chapter put her in a very bad financial situation and emotionally drained her. However, she took that chapter to build upon and do things differently.

“I didn’t have a dollar to my name,” Vanessa explains the severity of her situation, and how she went from being financially stable to being destitute. Thankfully, she had the support of her mom, family and friends; returning home to get re-established. Learning firsthand how easy it is to lose everything so quickly, she focused on her passion for charity.



“”

A house is a structure, and a home is where memories are made. It’s part of who you are. I love being a part of that.



Photos by Bre Taubee Photography

“““

When things are rough, I like to focus on how to turn it into a learning experience to grow and better myself, I believe my faith helps me with this.



Vanessa states, “I quickly learned that going through that time in my life, that what I did from there on out, was not about me, but about helping those around me.” Once she was financially stable again, she began to focus her attention towards donating to charities. A few of these include: Arbor Youth Services, Lexington Rescue Mission, 4-H (an organization she was a part of as a child), sponsoring families during holidays, and various school and youth sporting events.

Joining forces with the reputable Keller Williams, Vanessa learned how to run real estate like a true business, causing her to be more effective in philanthropy. “It wasn’t about me,” she refers to this learning process. “It was how I could help everyone around me and how I could give back.” She goes on to say, “To know that I am able to impact someone’s life by seeing the joy on their face is the most rewarding feeling” She recalls a memory of a mother and child when delivering Christmas gifts to them at the community housing



facility and later receiving a hand-painted thank you card and picture from the child which she keeps in her office as a reminder of what really matters in life.

This approach to real estate has resulted in Vanessa starting her own team, Vanessa Vale Team, though she had zero desire to do so if you had asked her years prior. However, after realizing she needed to “leverage out” in order to grow, she witnessed a massive shift in her business. “I have learned to let go,” she speaks of how this experience has drastically pushed her out of her comfort zone.

Vanessa’s devotion for others’ successes is evident in the way her team speaks of her and her character,

expressing how it has been a life-changing experience and honor to work with her.

“In every success I have, I’m standing on the shoulders of giants, and she’s the biggest giant I know,” says REALTOR® Amy Holman, a member of the Vanessa Vale Team. “I’ll forever be grateful for the opportunity to partner up with her.”

Another REALTOR® on the team, Shannon Durrum, comments on Vanessa’s leadership and teaching skills: “Our team is made up of women who are all very different, and Vanessa embraces our individualities and brings out the best in all of us.”

Even Vanessa’s ability to create a positive environment where others enjoy working is noted. Director of Operations, Kim Erhardt, adds, “She is genuinely an amazing person who I admire. This has never been a ‘job’ for me but rather something I enjoy doing, and that is because of her.”

Vanessa and her husband, Gaines met via Match.com. “So it does work!” she laughs. They spent their early dating days together on his “cabin cruiser” on Lake Cumberland. Now the couple takes their 3 ½ -year-old daughter and 5 month old son to the water to create new memories together as a family. “It’s a way for us to escape from the ‘to do’ list and focus on one another,” she explains. They also enjoy traveling and creating new experiences and making memories.



Photos by Bre Taulbee Photography



Since Gaines owns a commercial and residential construction company, they spend numerous amounts of time talking about building plans and budgeting costs. Vanessa jokes how he says that she “wears him out” with the continual discussions of dreams, goals and fresh ideas. She says, “I’m guilty of dreaming big and having large goals.”

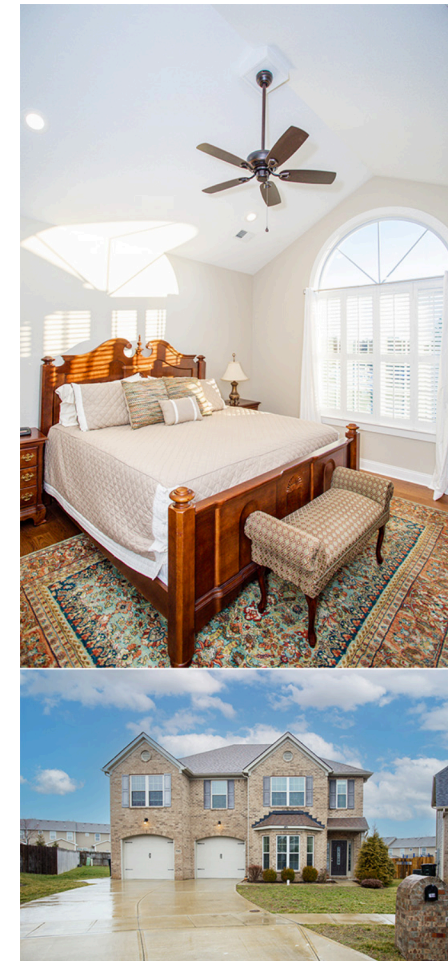
Vanessa acknowledges that she wouldn’t have the life she does today without the relationship she has with the Lord, commenting, “He’s carried me through some very hard points in my life.” She recalls those moments of feeling lost and confused, and how God pulled her through every time. “When things are rough, I like to focus on how to turn it into a learning experience to grow and better myself, I believe my faith helps me with this.”

Further cementing all of Vanessa’s hard work and dedication, the Vanessa Vale Team won Best Real Estate Team and Best Real Estate Agent from Best of Lexington 2023. “I was so honored to just have been nominated among all the outstanding agents that I look up to and have so much respect for,” she comments on the unexpected award.

Vanessa may love real estate, including the financial freedom she’s received and being a part of home

restorations, but her passion extends beyond that. Real estate has served as an avenue to impact others’ lives and truly make a difference where it counts. The motto “positive thoughts equals positive results”, is a core value that she uses daily, and that has led to enriching and uplifting the people around her.

Special thanks to Mr. Bill Arvin owner of Shanklin House by Castle & Key in Nicholasville, managed by The Kentucky Life Property Management company for use of their Airbnb property for this shoot.



Bre Taulbee
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