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**TOP AGENT STORIES**

**THIS MONTH**

Victor Nino

Elena Licari

Arion Crenshaw

# DARA ALLEN

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APRIL 2024



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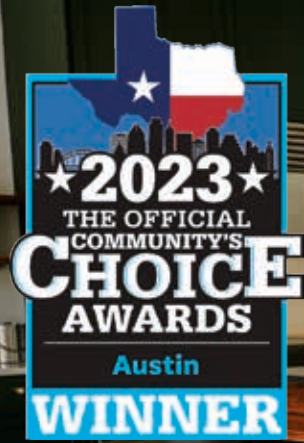
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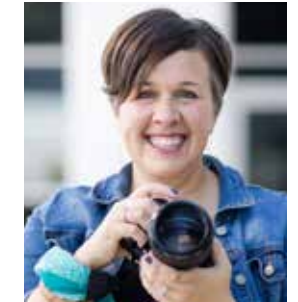
**JASON SHELDEN**  
Publisher  
512-535-1949  
jason.shelden@realproducersmag.com



**ERIN RYSTAD**  
Content Director



**EMILY EYOB**  
Operations



**CAROL WHITNEY**  
Photographer



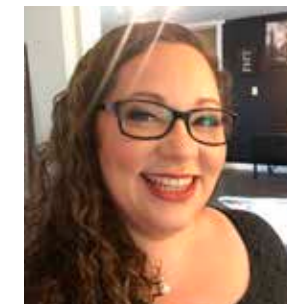
**RORY HEJTMÁNEK**  
Photographer



**EMILY GOLDING**  
Photographer



**ELIZABETH McCABE**  
Staff Writer



**MEGAN TAYLOR-DICENZO**  
Staff Writer



If you are interested in contributing or nominating Realtors for certain stories, please email us at [TeamAustin@RealProducersMAG.com](mailto:TeamAustin@RealProducersMAG.com).

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From the Desk of Chase McRoberts, Team Leader Austin Portfolio Real Estate & Lake Travis

# MARKET STATS

JANUARY 2024

## TRAVIS

Closed MLS Sales = 655 Sold Units  
DOWN 7%

Avg Sold Price = \$636,838  
DOWN 3%

Avg Original List to Sale Price = 91%  
DOWN 10%

Avg DOM = 77 days  
UP 30%

## TRAVIS

**\$1M + Market Statistics**  
Closed MLS Sales = 87 Sold Units  
UP 9%

Avg Sold Price = \$1,586,198  
DOWN 12%

Avg Original List to Sale Price = 89%  
DOWN 6%

Avg DOM = 80 days  
UP 19%

## WILLIAMSON

Closed MLS Sales = 555 Sold Units  
UP 5%

Avg Sold Price = \$476,182  
DOWN 2%

Avg Original List to Sale Price = 93%  
DOWN 4%

Avg DOM = 77 days  
UP 7%

## HAYS

Closed MLS Sales = 234 Sold Units  
UP 6%

Avg Sold Price = \$475,455  
DOWN 5%

Avg Original List to Sale Price = 92%  
UP 1%

Avg DOM = 78 days  
UP 20%

## BASTROP

Closed MLS Sales = 80 Sold Units  
UP 57%

Avg Sold Price = \$403,966  
UP 1%

Avg Original List to Sale Price = 90%  
DOWN 6%

Avg DOM = 123 days  
UP 64%





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# VICTOR NINO R



real producer

Written by Megan Taylor-DiCenzo

## REMEMBER-WHEN MOMENTS

Victor Nino was born in Eagle Pass, Texas, a small border town south of San Antonio. He moved to Austin when he was 17, bought his first house at 19, obtained his real estate license at 25, and has been a REALTOR® ever since. However, Victor's story doesn't stop there. He's a husband, a father, a brother, a world traveler, an entrepreneur, and an all-around great guy making happy memories every step of the way.

As a very young man, Victor followed his entrepreneurial spirit. He delivered flowers, worked a Sno Cone stand, sold tortillas door to door, mowed lawns, and sold clothes in Mexico with his parents on the weekends. "I did all of that before I was 13 years old," Victor remembered. He also played baseball and basketball throughout school.

Victor purchased his first house at 19, just two years after moving to Austin. "Honestly, I was looking to buy a car because my parents never had a nice vehicle," Victor admitted. "I drove a Mustang to my brother's house, but he encouraged me to buy a house instead."

He paid \$1500 out of pocket to buy that house. "I bought it for \$80,000 before The Domain even existed," Victor shared, "and I sold it for \$400,000. It was a 2 bedroom, 1.5 bath. To put \$1500 in and get \$320,000 back is pretty good!". He took those \$320,000 and built an 11 unit project, that is currently completely rented.

At 23, Victor bought his first duplex, an investment property. At 25, he obtained his real estate license. "It's a funny story. My brother urged me to become a REALTOR® for several years," Victor admitted. "One day, I walked into a real estate office to pick up rent from my tenants. At the same time, a broker walked in and

mistook me for my brother. We had a two-minute conversation, and he said, *have you ever thought about being a REALTOR®? I think you would be excellent at it.* I called my brother to say I was getting my license. He was happy but frustrated it took a stranger to convince me when he'd been trying for years."

Victor joined Realty World with John Horton. "Mr Horton is a class act" Victor said. "Then in 2012, my brother suggested that we make a move to Keller Williams which was a

fantastic move. We loved that KW had a lot of top producers, which motivated us to grow."

One thing Victor particularly enjoys about Keller Williams is the community. "There are KW agents all over the world and big conventions you can attend," he shared. "Some agents are selling over 2000 homes a year! I even heard someone say, *Oh wow, you helped 265 families? That's pretty good, don't give up, you're on your way.* It's so cool to see that there's so much room to grow."



FIFTY CLICKS  
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them. “We had to cancel our trip to Bali, the Philippines, South Korea, and Japan,” Victor said.

As a sort of consolation prize, they decided to book a trip to Cancun at some point in the future. “Monica said she booked the trip, and I figured it would be several months in the future, but we celebrated our second-month wedding anniversary in Cancun for another week,” Victor laughed. “You only live once, and it’s great to create a lot of *remember-when* moments.”

Now, Victor and Monica are creating those moments for their little girls, Alison (2) and Sofia (4). This year, they have already taken 4 road trips with the girls in Texas and 2 international trips. The plan is to travel as much as possible to create long-lasting memories.

Victor understands his business in relation to parenthood. “I don’t see this as a sales position where I’m just trying to close deals,” he said. “People are relying on us to help them make important decisions for their families. We need to take a step back and make sure we’re guiding people the right way.”

Victor took that advice and grew his family alongside his business. “At 36, I met my wife, Monica,” Victor remembered. “I proposed to her six months after we met. We took a road trip to Europe for two weeks, and I proposed to her in Prague. We got married about one and a half years after we met.”

In fact, Victor and Monica were dining at a Mexican restaurant in Prague. He saw some Mariachis and realized it was a sign. “I hired them and asked them to bring a friend to record it. She didn’t expect it at all,”

Victor shared. “One of the Mariachis was from Eagle Pass, and another was from Monterrey, Mexico. I’m from Eagle Pass, and my wife is from Monterrey. What are the odds?!”

After their wedding in Mexico, Victor and Monica planned a two-month trip around the world for their honeymoon: Germany, Italy, Greece, Turkey, Dubai, Maldives, Thailand... “Maldives was gorgeous; it was magical in Santorini,” Victor remembered.

Unfortunately, when they reached Asia, the rainy season was upon

Most importantly, Victor knows the significance of doing what’s right and what’s best for his clients. “You can always make more money, but you can’t buy a good name,” he said. “I’d rather lose money than have a client feel they were taken advantage of.”

As an investor since 1998 and an agent since 2004, Victor’s drive, reputation, and exceptional service have set him apart. However, it’s his understanding of what’s important—creating those remember-when moments for himself and his clients—that makes Victor and his team at KW one of a kind.

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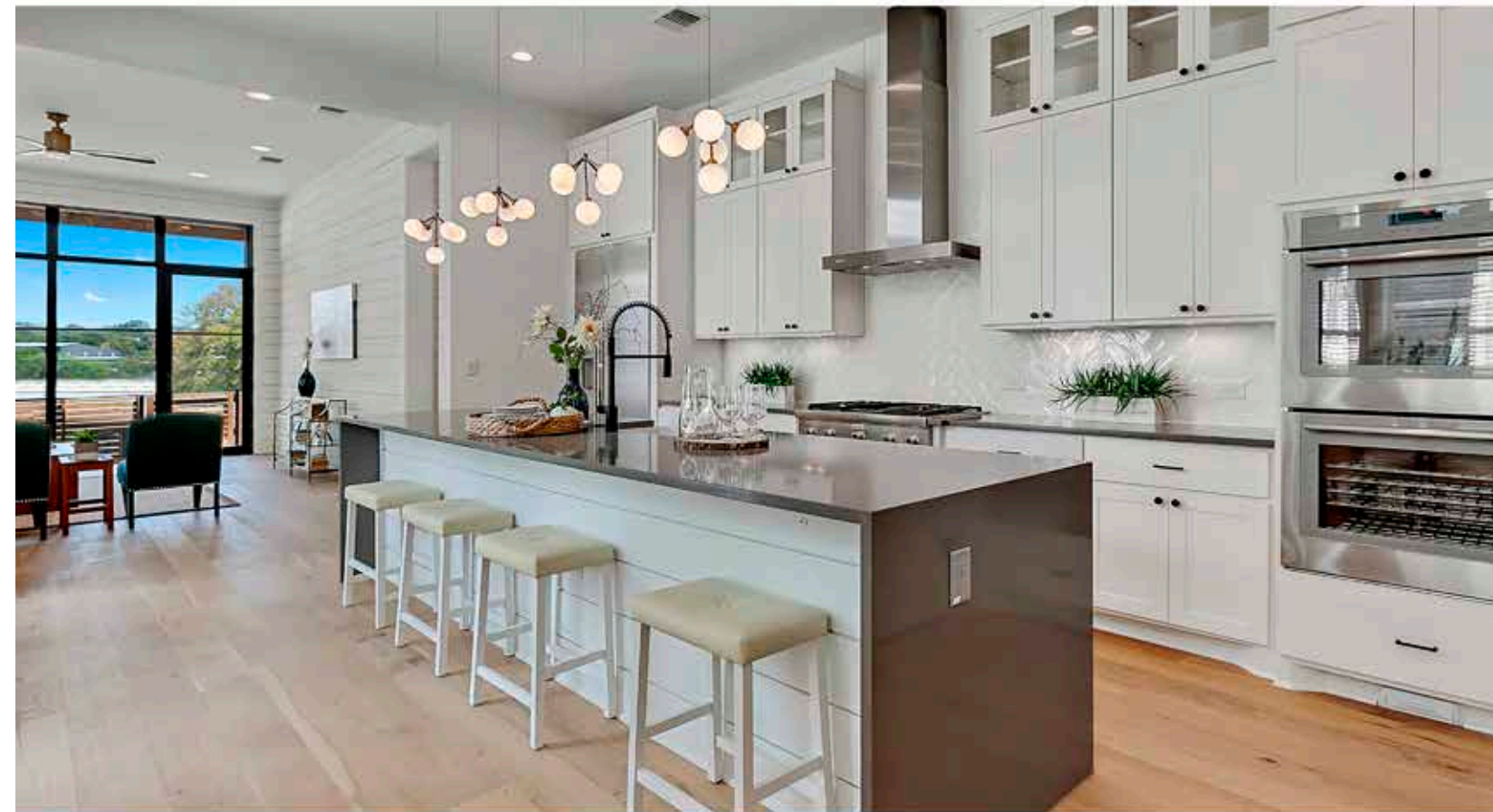


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# Elena LICARI

*From Ukraine  
to Austin, A  
Journey of  
Resilience &  
Success*



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Top Producer Elena Licari's story is one of resilience, determination, and a relentless pursuit of success. Born in Ukraine in 1986, Elena faced challenges early in life, having been just two months old when the Chernobyl disaster occurred.

"My mom and I evacuated to Moscow," she recalls. "My dad and brother had to stay back and go separately, it was tough on the family to have to separate at a time like this!"

Elena's parents decided to seek a better life elsewhere, leading to their immigration. In 1989, Ukraine was still under Soviet rule, making their journey a remarkable one. The family received refugee status after applying about 2 years earlier and an extensive interview process. Years of not knowing if we would get to leave, living in angst! With two suitcases and not much more they spent a few months in Austria before making Italy their temporary home, living in communal immigration homes throughout their journey in each country. Six months later, San Jose became their first landing spot in the United States, although the reality differed from the "golden streets" and palm trees they had imagined.

This experience instilled in Elena the virtues of perseverance, grit, and hard work – qualities that would define her and her future.

Their initial home was a small apartment with a single twin bed for the whole family, and canned foods sustained them for weeks. Despite the challenges, Elena's parents, both highly educated – her mother a professional music teacher and nurse and her father a mechanical engineer – instilled a strong value for education. Elena learned from a young age that although they were initially financially struggling, opportunities lay ahead if they persisted.

## PURSUING HER PASSION

Growing up in San Jose, Elena found her passion for martial arts at the age of 10. With her parents being workaholics, she made choices that would shape her future. At 13, she took on her first job, teaching martial arts to 3 and 4-year-olds in exchange for free training. This experience laid the foundation for her journey into sales, where she sold packages and enrolled people in martial arts, realizing her ability to change lives.

Elena's early adulthood saw her explore various paths, from becoming a personal trainer to contemplating a career in exercise physiology. However, a chance encounter with firefighters led her to consider a different path. Riding along in San Francisco on a Friday night ignited her interest in joining the fire service, an unconventional decision at the time, given the scarcity of women in the field.

Determined to pursue her newfound passion, Elena dropped her classes, attended an accelerated EMT school, and immersed herself in the world of emergency services. At the age of 20, she became a firefighter in San Jose, **making her one of the youngest, at the time, to achieve this feat.** "There were 3,000 people who signed up for the test," says Elena. She was one of only 30 to join the fire department in that first class. It wasn't easy with some 100+-degree days and wearing 100 pounds of gear.

With just under 15 years in the fire department, she climbed through the ranks up to the rank Fire Engineer (driver/operator) and spent several years in special ops as a Hazmat Specialist, gaining valuable skills in staying calm under pressure and managing emotions – skills she finds invaluable in her current real estate career.

While working as a firefighter, Elena met her husband, a builder with 26 years of experience. Their shared love for modern smart-home aesthetics and the realization that they enjoyed remodeling led them to embark on a journey together. The lightbulb moment for real estate struck, prompting Elena to obtain her license. Immersing herself in the industry, she sought guidance from the top agents and coaches.

## THRIVING IN REAL ESTATE

Balancing two full-time jobs, Elena thrived in real estate, applying her negotiation skills and helping clients navigate the complexities of home buying.







“My value is in negotiating, helping people get what they want, building relationships with people, and my understanding of construction,” she says.

She views real estate as akin to responding to a fire, focusing on goals, objectives, safety concerns, and mapping out the best course of action. Her unique perspective, derived from her familiarity with the building, remodeling, and design aspects of construction, sets her apart in the competitive real estate market.

Even during the challenges posed by the COVID-19 pandemic, Elena adapted by taking her business to Zoom, selling 59 houses while working full-time as a firefighter in a year, resulting in being ranked as top 1% out of 1.6M realtors nationwide for multiple years per Wall Street Journal Real Trends. Her commitment to providing valuable information to clients, coupled with her ability to navigate home inspections with ease, has set her apart as a trusted advisor.

*You have to know what is going on in the current market so you can give people the best advice.*



The decision to expand to Austin was a pivotal moment for Elena. Along with a thriving business in the Bay Area, the energy and vibrancy of Austin captured her heart. Expanding to Austin, she continued her success, working with high-value clients and embracing the unique lifestyle the city offers.

Elena’s approach to real estate is not solely data-driven; it’s about understanding how clients feel about a property and providing them with the information they need to make informed decisions. Recognizing a need for this in Austin, she delved into data analysis, making it her niche. Elena’s commitment to her clients goes beyond expectations, joking that she is in their “real estate life, forever” guiding them until the very end.

She stays on top of the market and is happy to provide that to clients. “You have to know what is going on in the current market so you can give people the best advice,” she comments.

As she continues to make waves in the Austin real estate scene, Elena Licari stands as an illustration of the power of resilience, adaptability, and an unwavering commitment to excellence. From her early days in Ukraine to her current success in the competitive world of real estate, Elena’s journey is truly an inspiring one.

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**How long have you been in the title industry?**

I joined the title industry about 6 months ago. However, my family has owned and operated title companies for three generations and my mom has been a realtor here in Austin for 25 years!

**What is your favorite part of your job?**

My favorite part of my job is getting to meet, know and be of service to people. From clients to coworkers, I find so much joy being allowed to make lifelong connections and provide value to people every day.

**Alexis Shirley**

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**What do you enjoy doing outside of work?**

Outside of work, I enjoy working out outdoors, and having memorable adventures with friends and family.



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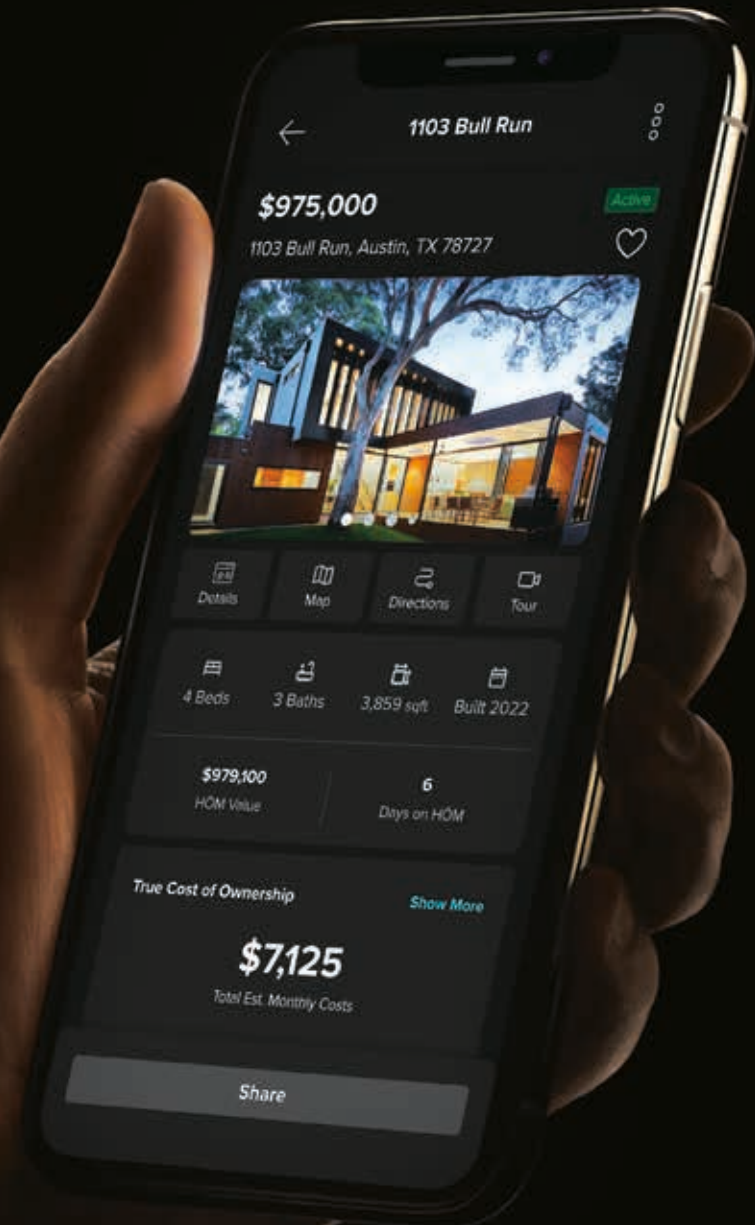


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# ARIION

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# CRENSHAW



►► real producer rising star • Written by Elizabeth McCabe

Arion Crenshaw, a proud Austinite born and raised, is making waves in the real estate scene, bringing a fresh perspective and youthful energy to the industry. Arion has deep roots in the community and a family legacy in the remodeling industry.

Growing up, Arion was immersed in the world of construction, with grandparents who own a high-end remodeling company, Audino Construction. The company was recognized locally & nationally as One of The “Top 50” Remodelers in the Nation by Remodeling Magazine. To this day they are ranked top 10 Best Custom Home Builders in Austin by AustinArchitects.org. Arion contemplates the possibility of taking the reins as he continues to grow his business.

Arion’s early exposure to the remodeling industry gave him a keen eye for quality, cost management, and created a baseline for his valuable connections with various trades in Austin. These skills have proven to be a significant asset in his real estate endeavors, where understanding the construction and remodeling aspects enhances his ability to navigate the market effectively.

A true local of North Austin, Arion attended highly acclaimed schools in the RRISD area and was the second full graduating class in his high school. Another unique fact about Arion is that he is a triplet with two sisters.

## SALES + SERVICE

After high school, Arion ventured to Baylor University, choosing a smaller town away from home. Armed with a degree in PR and Marketing, he seamlessly transitioned into the real estate industry. His journey began at the young age of 16 when he secured his first job, showcasing his dedication and early work ethic. He then worked at Ralph Lauren for 6 years and came to the realization, “If I could sell clothes, I could definitely sell houses.”

Entry-level marketing jobs didn’t appeal to Arion and he saw real estate in his future. It was full steam ahead for this go-getter. He obtained his real estate license in a remarkable seven weeks, a testament to his dedication. Joining Keller Williams for its renowned training, Arion commuted daily from Round Rock to the Lake Travis office, honing his skills through phone duty and learning from seasoned agents.

The hard work paid off as Arion secured his first buyer within the first month of

business, thanks to a connection from his fraternity days at Phi Beta Sigma Fraternity Inc. He furthered his knowledge by working as an assistant for Angela Beck, a seasoned professional known as the “Queen of the Hills.” Arion’s resilience and commitment to learning led him to the Jaymes Willoughby team, where he excelled as the top buyer’s agent.







Find the motivation, the realization is, buyers never have to buy, **but sellers in certain situations, must sell.**

At just 27 years old, Arion is one of the younger agents in the Austin area, but his age is not a deterrent. Having experienced both success and burnout, Arion decided to explore investing for himself. Partnering with Wade Giles at Moreland Properties, he made significant strides.

Despite parting ways with Wade in June, Arion's business continues to thrive, with 60% of his volume concentrated in the northern part of Austin. Aiming for 20-30 million in transactions, he has expanded his team, hiring a real estate coach and a transaction coordinator. Notably, he secured his largest transaction in June in Tarrytown, totaling 4.1 million.



#### RELATIONSHIPS MATTER

Arion's success is not only attributed to traditional methods but also to his unique approach. Actively involved in the community, he joined the architectural committee for his neighborhood, participates in a pickleball league, and is on the board of two organizations in real estate. Building relationships in person is his forte, preferring it over cold calls. He comments, "Find the motivation, the realization is, buyers never have to buy but sellers in certain situations, must sell." underscores his proactive and results-oriented mindset.

As Arion Crenshaw continues to rise in the real estate realm, his story serves as an inspiration to aspiring agents and a testament to the power of hard work, resilience, and a genuine connection to one's community. With a promising future ahead, Arion is undoubtedly a rising star in the Austin real estate scene.



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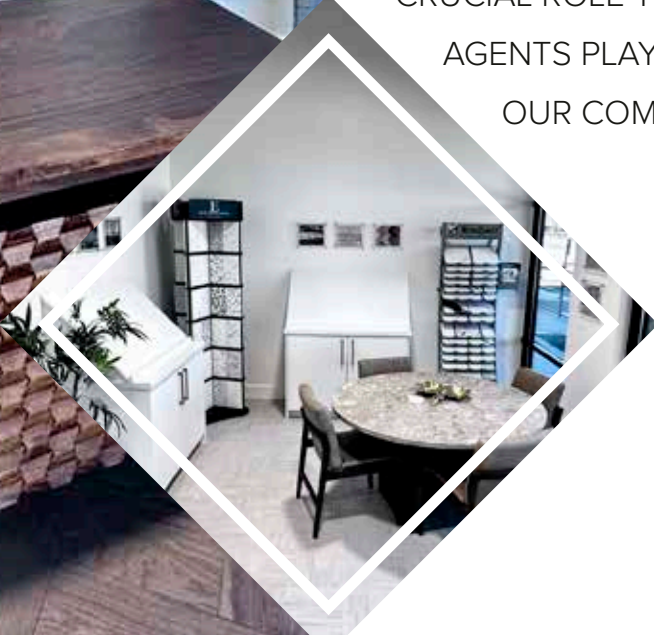
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» real producer cover story

# Dara

## ALLEN

### What It Means To Be Magnificent

Written by Megan Taylor-DiCenzo

*In her twenty-three-year career as a luxury real estate agent, Dara Allen has embraced change and new opportunities at every turn. She has earned high praise as one of the Elite 25 for over 13 years and continues to dazzle fellow brokers and clients alike. With vast experience in luxury and elite listings in both Los Angeles and Austin, Dara consistently remains at the cutting edge of what it means to be magnificent.*

Dara modeled for both runway and print from age 15-25 in Texas. In the early 1990s, she graduated with a BA and a BBA in Fashion Merchandising and Management from the University of Incarnate Word in Texas. Her love for art history led to a passion in interior design that has carried through to her career in real estate today.

She lived in Dallas, Texas and Vero Beach, Florida before moving to La Jolla, California where she opened a boutique hotel, leading the concierge and special events. "It was quite an experience with 80-hour work weeks," Dara remembered.

As a single mother to her young daughter, Dara spent her free

time browsing wallpaper at John William Interiors where she became the assistant to the owner, Bill Sawyer. "He taught me how to read floor plans and how to measure," Dara recalled, "and suggested I become a REALTOR®."

Dara's passion for staging and marketing properties was fueled by her time with Bill and her knowledge of interior design. "I use an architectural photographer no matter the price point of the home," she said. "I take pride in the design and interior work for each house using Elite Austin staging and styling many homes myself."

In time, Dara and her daughter, Avery, moved to Barton Creek. "I hosted open houses," she said, "but my real interest was in new construction."

Dara met with a builder and took his floor plan on as her own, creating an entire portfolio with renderings. "Marketing is a key piece in real estate; you've got to spend money to make money," Dara explained. "I also learned from the hotel business that email was the key to reaching people; I could send them





comps and utilize technology that was still fairly new at the time. My artsy side (interior design, staging, and rendering) combined with marketing and technology-- that's how I ended up in real estate, and it took off from that moment."

After living in Austin for three to four years, Dara longed for a larger market, and as a self-starter, she was always looking for something new. In 2004, Dara transitioned to Coldwell Banker in Los Angeles, California. "I knew it was a great opportunity," Dara shared. "It's also where I met my actor husband, Todd."

Todd grew up in Austin and went to Austin High School. He planned to visit his mother there the following week and asked to take Dara out. "I knew he was the man for me from the

first date; we've been married for 18 years now," she shared. They dated long-distance for about a year while Dara slowly closed her business in Austin. Within a year, she was in LA.

Real estate was different there to say the least. Dara co-listed and hosted a celebrity home in Brentwood, and 250 people attended every day for three days. They received three to four offers, and it sold for a million dollars over listing. "It was exciting but unlike Austin" Dara recalled. "You need to think about security, and the contracts were more in-depth. It was a learning curve for me: new city, new contracts, new market."

Soon, Dara excelled in the high-profile markets of LA including the "platinum triangle" of Bel Air, Beverly Hills, and Holmby Hills. During her

time in LA, she worked with athletes, celebrities, and music industry elite. One of Dara's favorite houses to sell was Paris Hilton's; she represented the buyer.

In 2010, it was time for Dara, Todd, and their two-year-old, Shelby, to move back to Austin. Dara's older daughter, Avery, was headed to the University of Texas, and Todd, originally from Austin, had family there as well; it was the perfect location. "I started over three separate times," Dara shared. "Each time, it's been an exciting challenge. I find it invigorating to do something new."

At the time, Dara had her broker's license and her own company, Dara and Associates. She transitioned to Kuper Sotheby's when she learned Jay Kuper opened the Sotheby's in

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Austin. "Jay is such an amazing broker," Dara said. "Words can't describe him. He's still one of my best friends and confidantes today. He never hesitates to pick up the phone when I call."

From there, Dara joined Laura Gottesman at Gottesman Residential Real Estate as a West Austin agent. "I have a lot of respect for how Laura runs her business," Dara shared. "I will never forget my time there as an agent."

When Compass arrived in Texas, Dara received a call from the CEO, Robert Reffkin, requesting a conversation with her. "He was dynamic and vivacious, and I was impressed by his marketing and the fact that the client for Compass is the agent—not the buyer or the seller," she shared.

In 2018, Dara became Agent #1 at Compass and quickly took on a new role as a sales manager while continuing to sell and build a team. "I think you need to change with the market, the Internet, and social media" Dara explained. "You need to constantly grow as a real estate agent and learn about the next big thing."



The next big thing for Dara proved to be @properties | Christie's International Real Estate. Seeking a smaller brokerage with an international influence, they were a perfect fit. Established in 2000, @properties | Christie's International Real Estate ranks 8th on the REAL Trends 500 list of the largest residential brokerage firms in the U.S. by sales volume. With more than 4,000 agents in 75 offices across 11 states, @properties | Christie's International Real Estate continues to redefine the real estate industry.

Dara became @properties | Christie's International Real Estate's Founding Broker Associate and Executive Vice President of Strategic Growth for Christie's Austin office. She was inducted into the 2024 Christie's Masters Circle as well as the Christie's Sports and Entertainment Division. Dara is also proudly part of Christie's Private Network in which one agent from every city attends private networking and referral meetings on a monthly basis.

Christie's enjoys over 250+ years of unparalleled luxury service, and luxury clientele reach in over 50+ countries. This partnership helps Dara to serve her sphere of influence with targeted, upscale connections worldwide. As the Founding Agent, Dara



propelled the brokerage to an incredibly successful launch.

The Austin office is led by Jerry W. Mooty Jr (CEO) and Romeo Manzanilla (COO) and is backed by the Jerry Jones family. Since launching in October 2023, the Austin affiliate of @properties Christie's International Real Estate has brought on nearly 50 agents representing over \$300 million in volume in the first three months of operations and is estimated to hit \$500 million in the first quarter of 2024.

Equal to Dara's enthusiasm for real estate and design is her passion for wellness both at home and abroad. She's an Ambassador for the Global Wellness Institute, a non-profit organization with the mission to empower preventative health and wellness worldwide. Wellness and real estate go hand-in-hand, in fact. Buyers are seeking homes with saunas, private gyms, cold plunge pools, and more. "Homes are becoming a wellness haven for buyers and sellers alike," Dara shared.

When she's not founding offices, selling luxury, and encouraging wellness worldwide, Dara loves to travel. "It's not easy to get away," she laughed. "There has never been a time when I was on vacation that I didn't get an offer." She's someone who never passes up a golden opportunity; @properties | Christie's International Real Estate is that and more.

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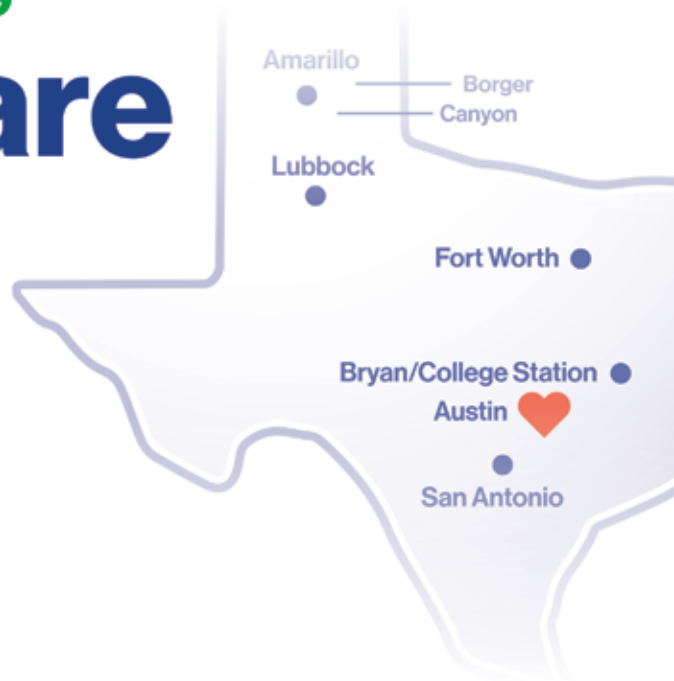
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