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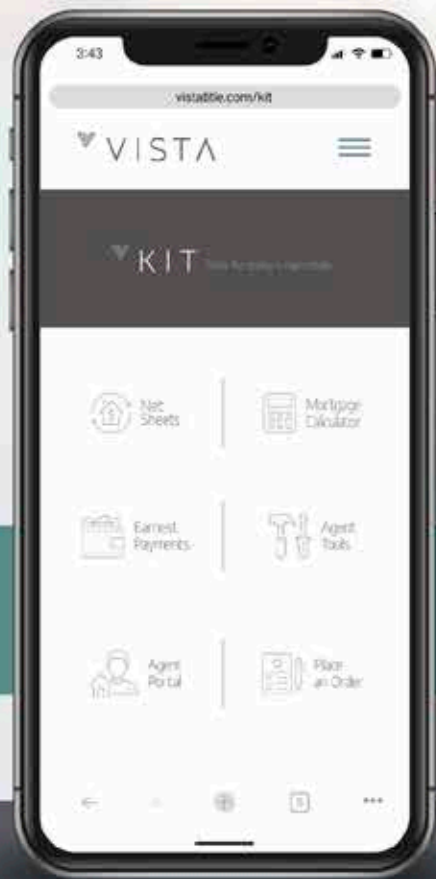


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Owner/Publisher
june.ladd@n2pub.com



Spencer Ladd
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FAQS

SPOKANE REAL PRODUCERS

RP Real Producers magazine started in Indianapolis in 2015 and is now in over 80 markets across the nation and spreading rapidly. *Spokane Real Producers* launched in October 2017. Name a large city, and we are there or will be soon! In every market, we take the top 300 agents based on the MLS production, and we build an exclusive monthly magazine around those agents. We share their stories, successes, market trends, upcoming events — really, anything that will connect, inform and inspire, we put in the monthly publication. We strive to inform and inspire the top-producing real estate agents in the local market and connect them socially. The secondary focus is to provide an avenue for our affiliate partners to create relationships with these top performers on a level that they might not be able to achieve on their own.

Q: WHO RECEIVES SPOKANE Real Producers MAGAZINE? **A:** The top 300 agents in the Spokane area. We update our mailing list every year, so if you are starting to receive the magazine: congratulations! You are among the top-producing 300 agents in Spokane.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE? **A:** It's really simple — every feature you see has first been nominated. You can nominate other agents, affiliates, brokers, owners, or even yourself! Office leaders can also nominate agents. We will consider anyone brought to our attention who is in the Top 300 because we don't know everyone's story, so we need your help to learn about them. A nomination currently looks like this: you email us at june.ladd@n2co.com with the subject line, "Nomination: (Name of Nominee)." Please explain why you are nominating them to be featured. It could be they have an amazing story that needs to

be told — perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way, etc. The next step is an interview with us to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writer to conduct an interview to write the article and for our photographers to schedule a photo shoot.

Q: WHAT DOES IT COST A REALTOR®/TEAM TO BE FEATURED? **A:** Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers.

Q: WHO ARE THE PREFERRED PARTNERS? **A:** Anyone listed as a "preferred partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many top agents have recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best REALTORS® in the area but the best affiliates, as well, so we can grow stronger together. Our partners make it possible for this magazine to be delivered to you, free of charge, every month.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER? **A:** If you know and want to recommend a local business that works with top agents, please email us to let us know at: june.ladd@n2co.com.



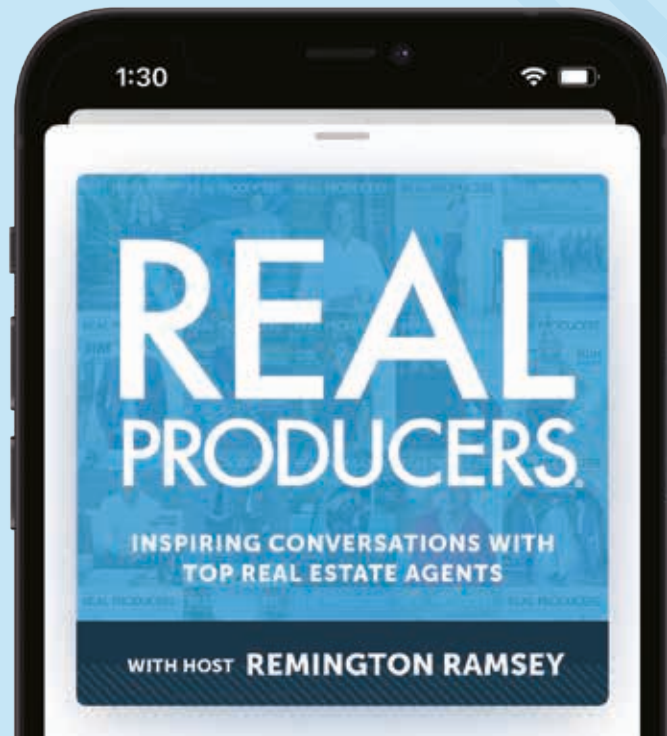
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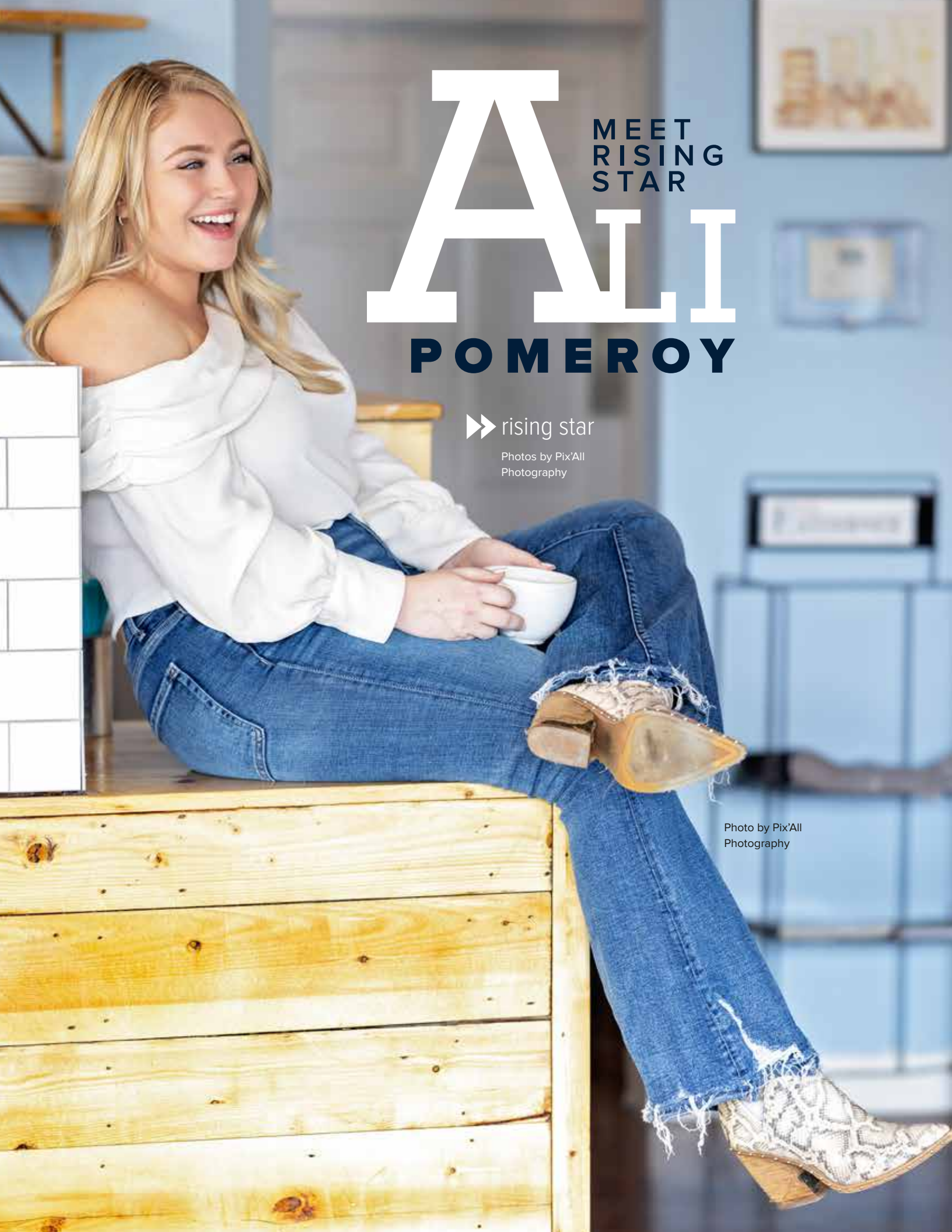
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Success to me is a life full of abundance and balance, in work and home life.



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How many years have you been a REALTOR®?

I am currently in my fourth year! I remember when I first became a REALTOR®, the stats were only 20 percent make it past two years and only five percent make it past five years. So it feels pretty good to be going strong and growing every year.

What is your career volume as a REALTOR®?

Somewhere between 40-50 transactions! I should probably be better at keeping track but I know I average over ten a year. My biggest year so far being 17 transactions. Hope to beat that this year!

When did you start your career in real estate? 2020

What did you do before you became a REALTOR®?

Before I was a REALTOR® I worked in the service industry! I managed a coffee stand and bartended for quite a few years. I'm originally from the west side of the state so I came over here to attend Eastern Washington University and ended up staying.

What were the life events that lead you to become a REALTOR®?

I always loved the idea of being a REALTOR®. I never made the moves to learn about it until after I graduated college and I wish that I would have looked into it sooner. Lucky for me,

my managing broker at Touchstone was also part owner in the coffee shop I worked at. I would ask her questions because it had always appealed to me and one day I finally pulled the trigger! Danielle is an amazing person and resource and she has been a huge part in molding me into the agent I am today.

Why did you become a REALTOR®?

I became a REALTOR® because I've always been very entrepreneurial and a pretty independent person. I love the idea of whatever success I have in this business being a direct result of the work I put in. I have always been in an industry where I work directly with people and am lucky enough to forge long-time friendships. Real estate just seemed like the most natural progression to me. I always did well in the service industry because I genuinely cared about my customers and it wasn't just another car through the drive or table I was tending to. I got to know people's life stories and made it a point to be relationship-based in business. Real estate is so rewarding because I get to continue to do that and make a positive impact during one of the bigger moment of people's lives. And for that, I am forever grateful!

Who has influenced you the most when thinking of becoming a REALTOR®? Danielle LaBar and Cassie Day have influenced me most as a



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REALTOR®. They have been there since I first started and it has been so rewarding to have people to look up to but also constantly grow with. We started a real estate-based podcast about imposter syndrome in the business and why everyone deserves a spot at the table. It's been fun exploring our different views and how we feel about our industry, in addition to things we wish we had known before we started.

Can you tell us more about your podcast?

Yes! It's called Agents Unfiltered: The Do's, the Don'ts & the What the F*cks of Real Estate. I co-host along with Danielle LaBar and Cassie Day. It started as a way to relate to others in the industry and share where we were all at personally since we are all at different stages in our careers. It's transitioned from sharing our personal stories to discussing real estate cases each episode! We're in our third season and it's been such a blast to be a part of.

What are you passionate about right now in your business?

Right now, I am very passionate about teaching. No matter what kind of deal people are a part of, it brings me joy to teach the ins and outs of the transaction and help lead people to whatever decisions are right for them. Starting this career, that sort of thing wasn't even on my radar. I thought my job would mostly be opening doors, writing contracts and celebrating people's wins with them. And while that is true, I have found such joy in getting to educate people and help them understand what an amazing tool real estate is. Whether it's teaching first-time home buyers from the ground up, helping people upgrade to their next home and navigate that process

or helping people who are relocating and getting to help them explore our beautiful backyard!

What has been the most rewarding part of your business? The most rewarding part of this business is getting to see people happy. Going from nervous and a little unsure to confident and proud. Buying, selling and investing are all such core moments in the majority of people's lives and it is an honor to get to be alongside my clients during it.

I would really love for people to understand this is not a transactional business, it's a relationship business. As long as you are always truly people first, you will do great. You will be an agent that you and others can be proud of. That is the most important thing.

How does real estate fit into your dreams and goals?

Real estate fits into my dreams and goals because it gives me the ability to grow at my own will. There's a special kind of freedom and drive in working for yourself. Although, I always joke that I don't really work for "myself," I am always busy working with others! I love to travel so it is very rewarding for me to work in a career that gives me the ability to do that. I have visited 20 countries so far, and counting! One of my favorite trips was last winter when I went to India. My college roommate and best friend got married and I was honored to be part of her big Indian wedding! It was a three-day event and some of the most fun I've ever had. They really know how to throw an event!

Define success.

Success to me is a life full of abundance and balance, in work and home life. I believe success is understanding that while you may be perfectly happy where you are, there is always some sort of growth to be chasing. Another version of you that you are growing into. It's being thankful for what you have but always excited to meet the next version of yourself. Success is a verb and it is never ending.

I want to be remembered for being the funniest person in my office. Right now, I am passing with flying colors. Ha! But on a real note, I want to be remembered for always putting people I love first, for being someone with integrity and for being someone who says what's on their mind while also maintaining empathy. This is also what success is to me.

Tell us about your family and what you like to do together. I have been super excited to talk about my family in this article. I am a BIG family girl. I grew

up on the west side of the state and that is where my dad and younger sibling live. But I also have a unique story. I was adopted from birth and I am so lucky to be a part of an open adoption and always have gotten to know my birth family. My birth mom, Theresa, lived here in Spokane with her husband and my younger brother when I originally came out in 2012 for college. Getting to be closer to her in my adult life and getting to watch my little brother grow up has been such a fulfilling experience. Nature versus nurture is so funny. She may not have raised me but somehow we are the same person. From how goofy we are around our people to not being able to control our facial expressions during any given conversation. She has been a huge impact on my life and my character and getting to be 30 minutes away now is something I am forever thankful for.

Favorite books and favorite music?

My favorite music is kind of all over the place. I like to listen to and sing country, some jazz and blues, a little rock and roll. During spring and summer, I sing around various restaurants and wineries with my good friend Emilio on the guitar. We met at an open mic night six or seven years ago. He asked if I was looking for someone to play

with because, "You have an amazing voice but you really should have someone play guitar for you." Ha! And that's how friendships are made!

Are there any charities or organizations you support?

Yes! I am actually on the board for The Cheney Giving Tree. Every year families are nominated by the community and school counselors to receive Christmas gifts. We get a list of 4-5 gifts that everyone in the family wants individually and always make sure to include winter coats, snow boots and gloves. I hopped on the bandwagon a few years after it was started but have an absolute great time helping! From collecting and organizing the gifts, to wrapping and delivering at homes and schools. This past year we helped over 30 local families. It feels really special that everyone in the community pitches in to make everyone's holidays magical. Cheney is such a fantastic, tight-knit community.

Being new, what advice would you give to someone else who is interested in becoming a REALTOR®?

One day you'll start to learn all the contracts and be incredibly overwhelmed. You'll ask yourself how could you possibly ever learn, retain and do this on your own. And then suddenly, things don't even take a second thought. It's like driving a stick shift! At first terrifying and you're avoiding hills at any cost (hello, 16-year-old Ali in her '94 Jeep Wrangler) to shifting without a second thought while you're juggling coffee and your phone.



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Favorite Restaurant: Republic Pi or Wolf Lodge Inn

Favorite Candy Bar: Reese's Peanut Butter Cup

Favorite Quote: "A true friend is someone who thinks that you are a good egg even though he knows you are slightly cracked." Bernard Meltzer

Favorite Local Coffee Place: Indaba or Thomas Hammer

Favorite Charity: Union Gospel Mission

Favorite Vacation Place: Riveria Maya - Caribbean

Favorite Lake: Roosevelt and Pend Oreille

Favorite NFL Team: Seattle Seahawks

Favorite Movie: Lord of the Rings, Star Wars, Dune

Favorite TV Show: Alone

Favorite Alcoholic Drink: Beer and Merlot or Cabernet Sauvignon Wine

Favorite Motivational Speaker: Tony Robbins hands down!

Favorite Celebrity: Chris Pratt

Favorite Music: 80s and techno/dance

How many years have you been a REALTOR®? 13

What is your career volume as a REALTOR®? \$102,000,000

What was your total volume last year? \$17.7 Million

What awards have you achieved as a REALTOR®? #1 Units Sold Teams KW 2020; #2 GCI & Closed Volume Teams KW 2020; KW Presidents Club 2021, 2022, 2023

Oh, The Places You'll Go by Dr. Seuss is such a fun book that I loved to read to my boys when they were young. The book has been around for decades, been quoted at graduation ceremonies, and read and cherished by young and old alike. Of all the places I considered myself going, getting into real estate wasn't initially on my radar. I grew up in Iowa (not on a farm - get asked that all the time!) and learned early on a strong work ethic that has helped me to be who I am today. My early career started in the Pharmaceutical industry but rather in the QC labs supporting preclinical drug trials. In college, I studied my passion which was Biology and

graduated from Western WA University in 2000 with a Biology degree with a cellular molecular emphasis and went to work in Seattle for a biotech company. It was here that I met who would soon become my husband Jonathan. It's only fitting that we initially met and dated as co-workers and now have come full circle to be working together again as a husband and wife running the Clemens Real Estate Group. Jonathan and I have 2 beautiful boys, Henry and Steven, who are the love of our lives and they bring so much joy to our family. We're almost empty nesters and embarking on this next phase of life as parents of adult children. We are active members of Beautiful Savior Lutheran Church and God is paramount to all of our lives and I'm so thankful for the beautiful family and life He has blessed us with! We love our church family and we've loved having our boys grow up rooted in faith in Jesus. We also have the world's best dog, Cooper, who is a 10-year-old Schnoodle and 3 chickens who live in their coop in our urban South Hill backyard.

We moved to Spokane 17 years ago from Seattle when Jonathan took a job in Spokane at HollisterStier. I was a stay-at-home mom at the time and moving across the state was quite the adventure. Jonathan had moved over first and came back every weekend to grab a truckload of our stuff. I stayed home with the boys who were one and half and 3 years old at the time trying to keep the house clean while we sold it. Having first-hand experience of moving from Seattle to Spokane with toddlers has been invaluable in my connecting with clients making similar cross-state and country moves to our area. I'm able to provide the kind of first-hand knowledge of this type of move and it resonates with people. I'll never forget our REALTOR® in Seattle, Vince Grant at ReMax, who we've stayed in touch with these last 17 years. For those REALTORS® who are wondering if farming works, I can say it does! We found and hired Vince off of one of his farming postcards. And Vince continues to showcase his expertise in maintaining that relationship with us over the years. I'll also never forget our wonderful Buyers Agent here in Spokane, Brian Carson of the Hardie



Group at Keller Williams. He was an enthusiastic advocate and didn't bat an eye when I told him I found "THE HOME" which turned out to be a FSBO (what did I know?!). He courageously got us an appt to see the house, wrote a great offer, we got the house, and he got paid. Seventeen years later and we're still in the same house!! We bought the house right before the '07-'08 crash so we bought high. We didn't have any plans to sell right away, those weren't our goals, but we definitely had a few years to wait for our home value to rise back up again. This is why I'm so passionate about real estate. While a market might take a downturn, if you're patient, it will come back up. The data and history are there and have proven this over and over again. I love that I can relate my own real estate experiences with my clients, providing that first-hand knowledge that I can relate to and answer.

What really jump-started my real estate career happened as my boys were school-age and in school full time. I was ready to jump back into the workforce and considered all my options. I had always been curious about Real Estate and I got into this field at the inspiration of my Uncle Tom in Wisconsin who was REALTOR® for 50+ years. I'll never forget calling to ask him all kinds of questions about real estate and his experience. I wondered if I would be good at real estate? Could I make a living? Are the dues negotiable? After much thought and prayer, I jumped in with both feet and haven't looked back! It's funny because when I happen to mention that I come from a pharmaceutical background, people just assume I was in pharmaceutical sales and that was not the case. I came to the industry with no formal sales training. I will say that my background did prepare me to

excel though. Throughout my college and post-college years, I learned so many different aspects of business and life that I was able to apply to my real estate business. From complex spreadsheets, I had to create and manage to support massive amounts of data to the presentations I crafted to simplify and summarize results translated directly to creating and presenting buyers presentations, listing presentations, and multiple offer worksheets. I think very strategically and that is so helpful in creating individualized marketing plans and crafting winning offers for my buyers. I hope that someone reading this takes to heart that they should never stop learning and growing and it is never too late to try something new, learn a new skill, and apply existing skills to new situations. I have continued this path of growth and learning by obtaining my Managing Broker license in 2023.

Becoming a REALTOR® has been one of the absolute best decisions of my life. There is no doubt that this career is what I'm meant to be doing. I get to, I'm blessed to, serve my clients at a high level every day and help them with what is likely the largest financial transaction of their lives. I take my clients' investments and equity seriously, working alongside them to reach their goals whether it is selling, buying, or investing. I'll never forget when I first got my license, I called another agent to ask about his listing and the person was just rude and condescending. I hung up the phone and thought to myself "I'm going to go far in this business just by being nice to people!" I don't remember who that agent was and who knows what kind of day he was having (maybe he just got a Tidewater notice or the buyer got denied their loan 2 days before closing). But I will say, that after 13 years in the



industry, the relationships I've forged with my fellow REALTOR® colleagues is priceless!! I love it when I'm working cooperatively with another agent getting to the closing table. Picking up the phone to call seems to be something that doesn't happen as much anymore and it's a shame. I think making a quick call, asking questions, and communicating are important. Some of the hardest deals with seemingly insurmountable odds have been salvaged by working alongside another competent, communicating agent who is working towards the same goal of closing the deal; working for a win/win for both the buyer and seller. Early on in my real estate career, I came up with my tagline that I have on my cards and marketing: "Real Estate Pros Who Work For YOU!" It is all about the client's best interest not my own that drive every connection and communication I make. I firmly believe if you come from contribution, listen, and work hard that will translate to lifelong clients who know you are looking out for them.

The biggest challenge starting was the leap of faith. Having to get licensed, pay dues, and continue to pay dues even if you haven't sold a home can be scary. It took me three months to sell my first home and it was memorable. I ended up painting chipping paint on the side of a home with my buyer before the appraiser went out. It was also a challenge joining this community of REALTORS® of which there are many big Egos. I had to battle the imposter syndrome and not be intimidated by the big players. I remember I learned early on how to spin questions like "So how long have you been licensed/been in the business?" Or "How many homes have you sold?" I had the drive and just got out there and met people and took action. I was a dedicated buyers agent for the first two years working with Matt and Jessica Side at Evoreal. They were amazing mentors and I wouldn't be where I am today if they hadn't brought me on to their team and provided the opportunity to be a buyers agent. Thanks, Matt and Jessica if you're reading this!! Being a dedicated Buyer's Agent was absolutely the best way to go. I got proficient at being a rockstar buyer's agent. Always trying to learn from my mistakes along the way, there were times I didn't prequalify my buyers and if they wanted to see a house I was like yeah, let's go, be there in an hour! There were several buyers who as it turned out couldn't actually qualify to buy a home. So mistakes made and lessons learned. Onward and upward!

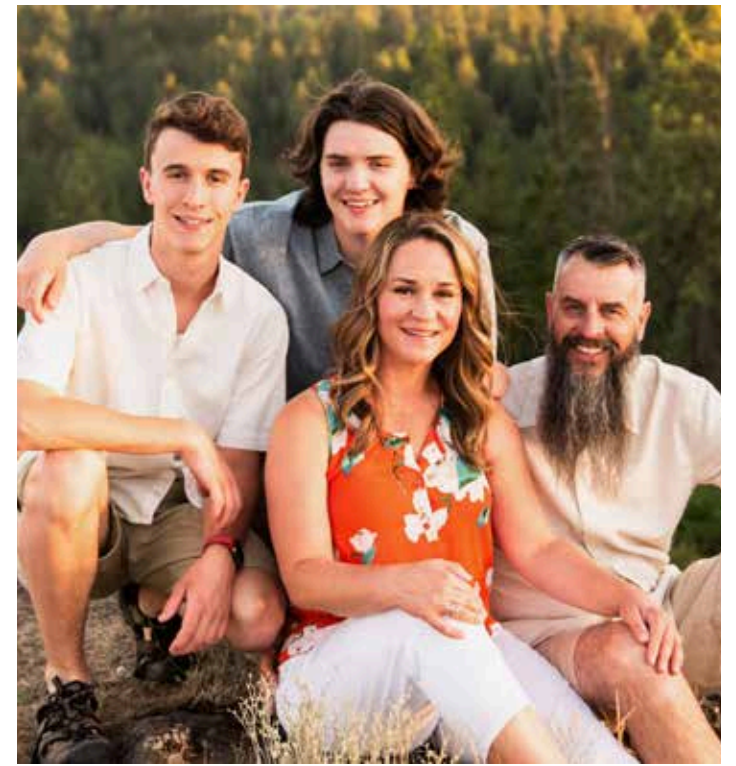
When I started listing homes, I had this stellar background to build upon to guide sellers on buyers' offers and the buyer psychology of their offers. Learning the listing side was a natural transition and I absolutely love working with both buyers and sellers. I truly love a challenge and each home, client, and listing provides such a unique opportunity to strategize and create phenomenal marketing plans, focusing on the amazing qualities each home or piece of land has to offer. Each and every piece of real property has a story to tell and a buyer who is looking for just that parcel or home. I love working with sellers on a plan that fits their goals. It's super important to ask questions and listen right from the start to what your client's goals are. Not every listing is a happy ending; it can be bittersweet when it's a divorce or a loss.



And yet when I'm hired I work to accomplish those goals the client and I have set out to achieve. Listing a home is SO much more than just a price, photos, and a sign in the yard!! Working with buyers is typically always a happy ending when you hand over the keys. Wow, what a rewarding experience I get to do every day! Writing and crafting the best offer, negotiating the contract, and handing over keys, it never gets old!

One of the questions I always get is "How can you work with your husband? I couldn't do that!" To that, I always say, you'd be surprised how well it works to work together. We aren't always around each other and we each have our own deals we're working on. The collaboration is absolutely fantastic. It would be like two surgeons or litigating attorney couples who could understand each other's job and position and offer advice and solidarity. Jonathan joined me in real estate seven years ago and the time has flown by! Jonathan's contribution to our real estate business has been fabulous. After getting licensed in Washington he also obtained his Idaho license so we can further assist our clients in both states. We are opposites in many ways and that complementary yet different approach works well. He brings strengths I don't excel at and I have equally important complementary strengths that aren't his strong suit. A power couple! What can be a challenge is taking time off together. We can cover for each other if one of us is gone and we each know that anything that comes up will be handled with skill and professionally. When we both want to be gone, we either take the work with us or rely on a fantastic strategic partner to assist with our clients. Going back to what I mentioned earlier, those relationships I've built over the years end up being trusted colleagues I can rely on for times when we step away on vacation.

Real estate has truly been an amazing and rewarding career, not only in my helping others with their real estate needs but also in a viable career that has supported our family. As REALTORS®, we are 100 percent commission-based, Independent contractors, and as such when we think about retirement we don't have a pension or an employer 401K to rely on. In order to think about providing for our own retirement we've purchased rental properties with the intent of long-term holding to provide that retirement income in the future. We have learned a ton and appreciate sharing our experiences with our clients working on their own retirement goals. Real estate has also provided the opportunity for us to donate and contribute to many nonprofits including the Union Gospel Mission, Cup of Cool Water Ministries, Communities in Schools, and Childcare Worldwide. We are so thankful that we can give back of both our time, talent, and resources to others in need.





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