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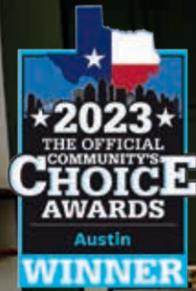
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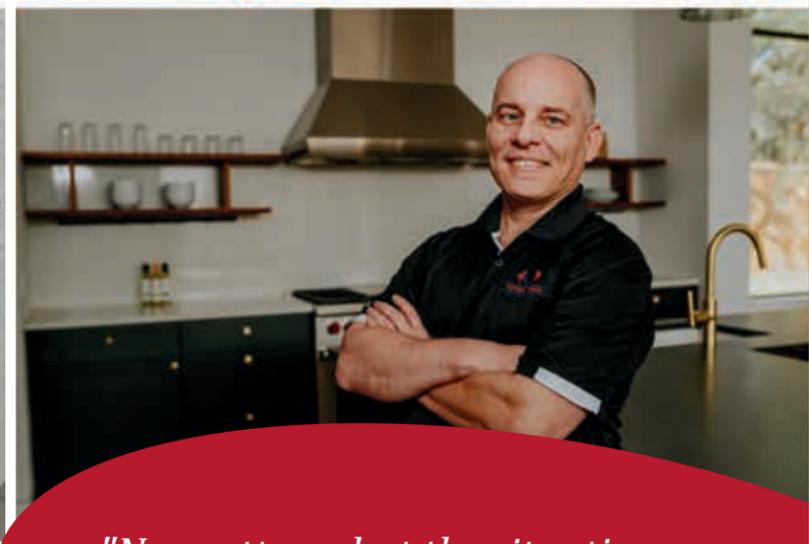


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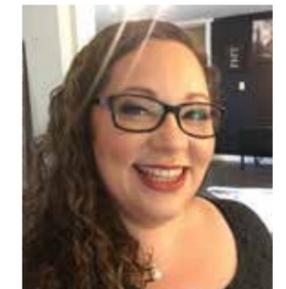
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MARKET STATS

MAY 2024

TRAVIS

Closed MLS Sales = 1247 Sold Units
DOWN 12%

Avg Sold Price = \$762,817
UP 5%

Avg Original List to Sale Price = 98%
NEUTRAL

Avg DOM = 46 days
DOWN 8%

TRAVIS

\$1-plus million market statistics

Closed MLS Sales = 229 Sold Units

Avg Sold Price = \$1,688,121
DOWN 5%

Avg Original List to Sale Price = 93%
DOWN 3%

Avg DOM = 49 days
UP 2%

WILLIAMSON

Closed MLS Sales = 941 Sold Units
DOWN 8%

Avg Sold Price = \$489,038
DOWN 3%

Avg Original List to Sale Price = 96%
DOWN 2%

Avg DOM = 47 days
DOWN 23%

HAYS

Closed MLS Sales = 436 Sold Units
UP 14%

Avg Sold Price = \$518,630
UP 5%

Avg Original List to Sale Price = 95%
DOWN 3%

Avg DOM = 62 days
DOWN 9%

BASTROP

Closed MLS Sales = 143 Sold Units
UP 7%

Avg Sold Price = \$380,237
DOWN 14%

Avg Original List to Sale Price = 95%
DOWN 2%

Avg DOM = 64 days
DOWN 9%



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**real producer
one to watch**
 Written by
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Dana Fisher, a dynamic and ambitious agent with Realty Haus Group at Keller Williams Realty has quickly made a name for herself in the competitive world of real estate. Dana's entry into the industry was nothing short of dramatic, experiencing the chaos of 3 percent interest rates and dealing with 30 multiple offers on properties. This trial by fire gave her a crash course in the extremes of the real estate market, preparing her for anything the industry could throw her way.

Her career began in retail, where she climbed the ladder at Sephora, eventually opening new stores and handling education and hiring. After a decade, Dana transitioned into real estate, seeking more autonomy over her time—a goal she now jokes has flipped, given the demanding nature of her new career.

The creation of Realty Haus Group, a collaboration with Anthony Gibson and Rafael Llorente's team last summer, has been a significant milestone for Dana. "It's new, innovative, and the technology and resources we have are incredible. Realty Haus is a really special group of people who place equal importance on expertise and the human element of the business. The vision for this group aligns perfectly with where we are going," she says. Dana is thrilled to work with a team that consistently supports and motivates her. She also appreciates that they put up with her quirks and bad jokes in the office!

*Builds
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Originally from New Jersey, Dana came to Austin in 2016 seeking a lifestyle change and quickly fell in love with the city.

Reconnecting with a high school friend who lived in Austin, she found herself visiting so often that it soon felt more like home than New Jersey. In 2020, Dana made the permanent move to Austin, a city with which she feels a deep connection. "I've never identified with a city like I have with Austin," she shares.

Dana's experience relocating helps her empathize with and assist clients who are new to the area.



I try to connect people with others who can help them with their careers, goals, and dreams. They, in turn, show support to my business.

Dana runs her business with a focus on connection. “I try to connect people with others who can help them with their careers, goals, and dreams. They, in turn, show support to my business,” she explains. Remembering what it was like to be new in the industry, Dana is passionate about helping new agents and believes in the strength of a supportive community. She is committed to consistently offering value through education to her clients, friends, and community. She puts out a weekly video called “Wealth Wednesday” on Instagram to offer real estate investment tips, off-market deals, and foresight into Austin’s expansion and development.

Outside of work, Dana lives an active lifestyle. She wakes up at 4:40 every morning to hit the gym by 5, a routine that helps her start the day feeling accomplished. She loves spending time outdoors, whether at the lake, walking downtown, or exploring new trails. A big foodie and cocktail enthusiast, Dana enjoys trying new bars and restaurants that connect her with people in the community, further expanding her network. Dana prides herself on being the go-to girl for recommendations on the best new and old spots to try for those seeking to explore more of Austin’s social scenes.

Looking ahead, Realty Haus Group has plans to expand in the coming years and Dana is excited about being part of a grassroots team that grows and scales. Dana’s long-term goal is to help them transition into new markets while mentoring new agents to build her own team under the Realty Haus umbrella.

Dana Fisher is one to watch in real estate, driven by a passion for helping others, a love for her city, and an unwavering commitment to excellence. Her journey from retail to real estate is a testament to her adaptability, determination, and desire to make a difference in the lives of her clients and colleagues.

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Written by
Elizabeth McCabe

RUNNER

SAM MCCATHREN

Is Making Great Strides
in Real Estate, One
Transaction at a Time

As any runner will tell you, it's not about crossing the finish line, but the road to the desired destination. It's an opportunity to push ahead, focus, and commit. Those lessons can also be applied to life. For Sam McCathren, this sentiment resonates deeply, not just in his passion for pounding the pavement, but also helping deals go smoothly to the closing table.



From Texas Roots to Real Estate Aspirations

Sam grew up in Texas and spent the first 20 years of his life in the Dallas-Fort Worth area, a place that still holds a special spot in his heart. After high school, he followed his parents to San Antonio and began working as a server and personal trainer.

“I prepared high school athletes for college sports in a technical personal training business,” he comments. “I found it fun. It was a challenge and kind of forced me to grow in areas I wasn’t expecting,” he reflects.

However, the nightlife in San Antonio was a slippery slope. Sam worked as a bar/club promoter, which led him down a path he wasn’t happy with, prompting a life-changing move to Hawaii. “I needed to figure out what I was going to do with my life,” he explains.

What was supposed to be a three-month stint in Hawaii turned into a five-year adventure. Sam worked various jobs, including bartending, personal training, and serving, before fully committing to personal training. His dedication paid off when he landed a position at a prestigious private club, Makena, where he trained high-end clients and earned a six-figure salary.

“The company I worked for was a real estate company,” explains Sam. “They buy the best real estate in the best locations in the world and build world class golf courses and private communities around the golf courses.”

He ended up training the real estate team before the club opened. “I had an hour with them and began picking their brains on their experience in real estate.”

The Director of Sales became a mentor to him, which opened his eyes to more possibilities in the world of real estate. However, the pull to Austin, Texas, was strong and one that Sam couldn’t resist. He visited Austin five times in a year and decided to go back to the state that he loved.

“After the last trip, I realized I should be living in Austin and vacationing in Hawaii,” he says.

Upon returning to Austin, Sam wasted no time. He obtained his real estate license and joined Twelve Rivers Realty. He quickly found a home with The Landy Frost Group, a team that emphasized the importance of relationships over transactions. This philosophy resonated with Sam and guided his approach to his new career. The Austin market’s initial slowdown worked to his benefit, allowing him to focus on building relationships and honing his skills.

Running and Real Estate: A Perfect Match

Running has always been a significant part of Sam’s life, and he seamlessly integrated it into his new career. He began attending local run clubs and eventually started his own, the Soho House Run Club, which quickly grew from 15 to 60 participants. This community has not only kept Sam grounded and mentally fit but has also provided a unique way to build his sphere of influence in real estate. The connections he made through the run club have been invaluable, proving that his passion for fitness complements his professional endeavors.

“You don’t know what connections are going to be made or whose day is going to be better because of a connection at the Run Club,” he comments. His Run Club has now grown from 15 people to 50-60 a week, meeting 6 weeks on and 6 weeks off.

Looking Ahead

For Sam McCathren, the road ahead is filled with endless possibilities—a journey fueled by a relentless pursuit of excellence and a deep-seated belief in the transformative power of hard work, dedication, and a little bit of running. As he continues to make strides in real estate, one transaction at a time, Sam exemplifies how following one’s passions can lead to a fulfilling and successful career.

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real producer

Lauren Frank

REAL ESTATE DYNAMO

BUILDING SUCCESS

FROM THE GROUND UP

Written by Elizabeth McCabe

LAUREN FRANK, REALTOR® with Seed Property Group at Compass, has carved out a thriving real estate career through resilience, adaptability, and a relentless drive to succeed. Born in California, Lauren's early life was shaped by her parents' careers: her father's in mortgage sales and her mother's in real estate. Growing up, they moved frequently between Austin, Texas and California, and as a young adult, Lauren moved to Guadalajara where she spent ten years running businesses she started. In 2016, Lauren moved back to Austin for good.

Initially, Lauren returned to K-12 education, leveraging her master's degree to become a teacher. However, she quickly realized that the structured schedule and having a boss did not suit her entrepreneurial spirit. As the short-term rental market began to boom, Lauren seized the opportunity to start her own short-term rental business. She built it successfully, managing operations and overseeing a team, until the COVID-19 pandemic hit and caused an upheaval in the short-term rental industry.

With her rental business becoming too erratic, Lauren decided to focus full-time on real estate. She had already started the process of getting her real estate license, and the pandemic accelerated her plans. Lauren began her real estate journey at Keller Williams, where she benefited from a robust training program for new agents. "I did \$10 million in sales my first year," she recalls. In her second year, she transitioned to Compass, attracted by their technology and marketing tools. She achieved nearly \$13 million in sales.

By her third year, even as the market began to cool, Lauren's business had grown 100% due to sheer determination and incomparable hard work. This year, Lauren aims to explore new lead avenues and has set an ambitious goal of \$15 million in sales, a target she is on track to meet despite ongoing challenges in the current market.



FAMILY + FUN

Given Lauren's dream of building her own real estate team, a task that will require bringing on others to work alongside her, her husband, Matthew, recently acquired his real estate license in order to be a part of that team. They met back in 2016 when she moved back to Austin. Along with their two sons, ages 13 & 15, they are also expecting a new addition to their family in late fall; a baby girl.

For fun, Lauren enjoys soaking up all Austin has to offer: going with Matthew and their dog to the dog park at Ladybird lake followed by a picnic in the park, sampling culinary delights at a new restaurant, or spending time with a close-knit group of friends. She cherishes the time spent with her husband Matthew, whom she considers her best friend, and their beloved but mischievous dog.

*I did
\$10 million
in sales my
first year.*

When vacation time rolls around, getting away for long weekends to Mexican beaches or Coloradan ski resorts with out-of-town friends is a favorite pastime, though she also loves the occasional adventure farther afield when there's time for a longer trip.

A WONDERFUL LIFE

Lauren's journey from managing a short-term rental business to becoming a top-performing real estate agent speaks volumes of her drive and determination. With a strong foundation built on hard work and a supportive family, Lauren Frank continues to make significant strides in the real estate industry, proving that success is attainable with dedication and the right mindset. She's living a wonderful life here in Austin and can't imagine a better career with her purpose and passion for real estate.

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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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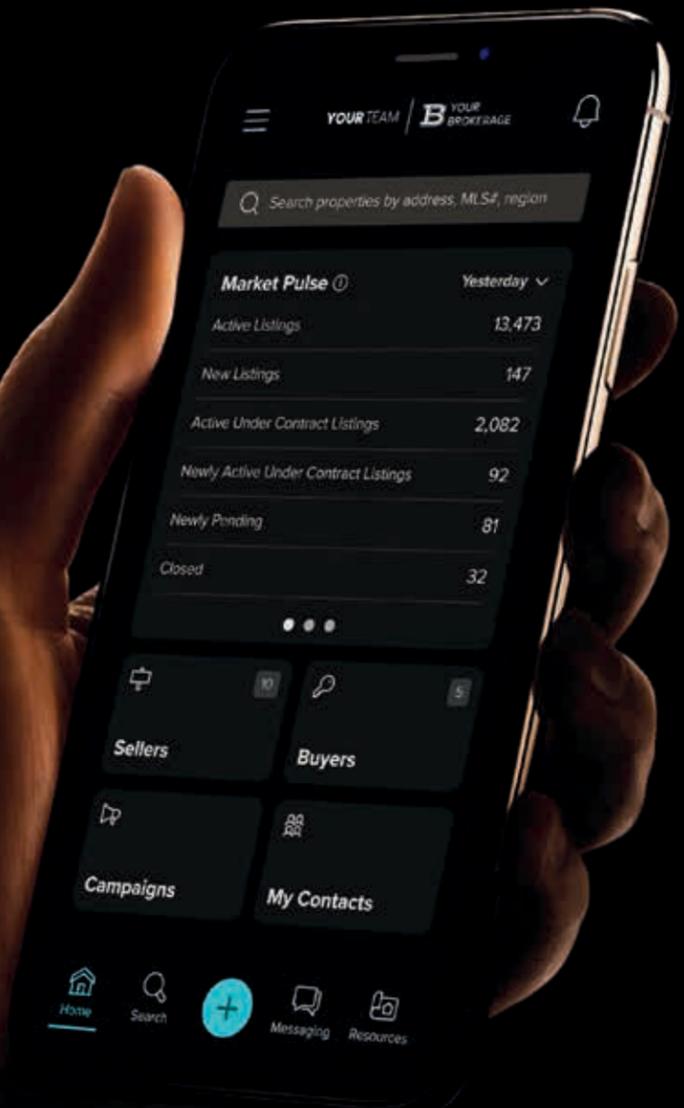
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MUSIC PRODUCER & DRUMMER FINDS HIS NEW TUNE IN REAL ESTATE

Written by Elizabeth McCabe



Born and raised in Chicago, Stefan Benteler always had a knack for finding rhythm—both in his music and in his career. When Stefan and his wife Melody got married in 2015, they had the freedom to move anywhere, given her remote job and his career in the music industry. They chose Austin, Texas, where they bought a beautiful home. Little did they know, this move would mark the beginning of Stefan's journey from the stage to the real estate market.

Stefan quickly immersed himself in the Austin music scene. He began networking, putting out feelers, and eventually found himself jamming with various groups, recording, and playing at local clubs. His background in performance, onstage drumming, and live sound engineering allowed him to thrive in this vibrant community.

However, Stefan's experience with real estate began long before his move to Austin. In Chicago, he had purchased multiple properties, often helping friends and family with investment advice. He initially invested in real estate as a way to wisely use his earnings from the music industry. His investments included a two-flat property that he refinanced and then purchased another house next door. He even bought commercial property with a famous rapper and friend, Rhymefest, revitalizing buildings for underserved communities.

In 2015, after moving to Austin and establishing himself in the music scene, Stefan received an exciting call in 2018. Local artist Ben Kweller invited him to join a tour, an opportunity that took Stefan on the road with various bands, including a stint mixing sound in



sold-out stadiums on Ed Sheeran's record-breaking Divide tour. Despite the thrill of jet-setting and performing for massive crowds, Stefan and his wife soon discovered they were expecting their first child. This life-changing news prompted Stefan to shift gears and pursue a more stable career.

Determined to provide for his growing family, Stefan quickly obtained his real estate license through Champions School of Real Estate in just 90 days. He began his real estate career at JB Goodwin, where he spent 11 months training before moving to Realty Austin. There, he rapidly proved his prowess, achieving \$8 million in sales his first year and breaking into the Diamond Club with \$13 million in his second year. By his third year, Stefan hit \$15 million, and last year, he tripled his business, reaching an astonishing \$42 million in sales despite a historically tough market.

Stefan attributes his success to the skills he honed in the high-stakes music world, such as managing deadlines and navigating diverse personalities. "I'm going to build the business the right way—running with relationships, foundation on up. That's the key to success," he says. His efforts have earned him numerous accolades, including being a Platinum Top 50 winner, the #1 agent at Realty Austin, Austin Business Journal Residential Real Estate Awards winner, and a finalist for the Austin Board of Realtors Salesperson of the Year. According to RealTrends Verified 2024, he ranked #69 in the state of Texas and Top 1500 in the nation out of 1.5 million Realtors.

Now with Compass, Stefan continues to thrive, driven by a desire to avoid becoming a commodity in the industry. He maintains high standards and fees, ensuring he provides exceptional value to his clients, the majority of whom are repeat and referral clients. "I do not consider myself a salesperson, but a trusted advisor who is lending a guiding hand to the process," he explains. "I guide them through the transactions by asking them a lot of questions. Getting them to clarity is the goal."

Stefan lives in the vibrant community of Headwaters, having helped over 50 families buy and sell homes there. His dedication to his clients and community has made him the #1 listing agent in the 78620 zip code and the top buyer's agent as well. "Most of my business is repeat and referral, from the amazing community I call home, to the past clients I've served—it's the lifeblood of my business. I've never paid for leads or advertising," he shares.

Family and Four-Legged Friends

Outside of real estate, Stefan and his wife, Melody, enjoy fostering dogs and spending time with their daughters, Berlin and Vera. "Berlin was made in France, but assembled in the USA," jokes Stefan.



“
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RIGHT WAY—RUNNING
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THAT'S THE KEY
TO SUCCESS.

“
**I DO NOT CONSIDER
 MYSELF A
 SALESPERSON, BUT A
 TRUSTED ADVISOR
 WHO IS LENDING A
 GUIDING HAND TO
 THE PROCESS.**

They are involved with Austin Pets Alive and are passionate about animal rescue. Before having children, Stefan and Melody fostered dogs and rescued a pup from a garage in Chicago in 2012. When they moved to Texas, they saved another dog from a kill shelter. Although their beloved pets passed away last year, they remain committed to animal welfare and look forward to getting involved with Austin Pets Alive again.

Hard Work Pays Off

Stefan's journey from the music industry to real estate showcases his adaptability and determination. Whether he's on stage, on tour, or closing a deal, Stefan Benteler continues to find success by staying true to his roots and focusing on the relationships that matter most. His story illustrates the power of following one's passions and the incredible things that can happen when you blend creativity with hard work and dedication.



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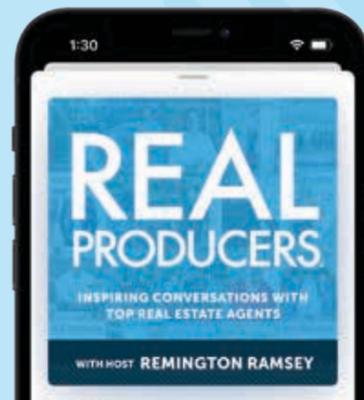
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In his personal life, Jared is a dedicated family man with a wife and two boys. When he's not busy with work or family commitments, he enjoys playing soccer, supporting local sports teams like Austin FC, and indulging

in Austin's vibrant food and music scene.

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LICENSED AND INSURED

We are licensed and insured to cover any accidents that may happen during your move. But hey, we won't be needing that :)



TRUSTED

We are a trusted moving company that has worked with many celebrities and rock stars just like you!

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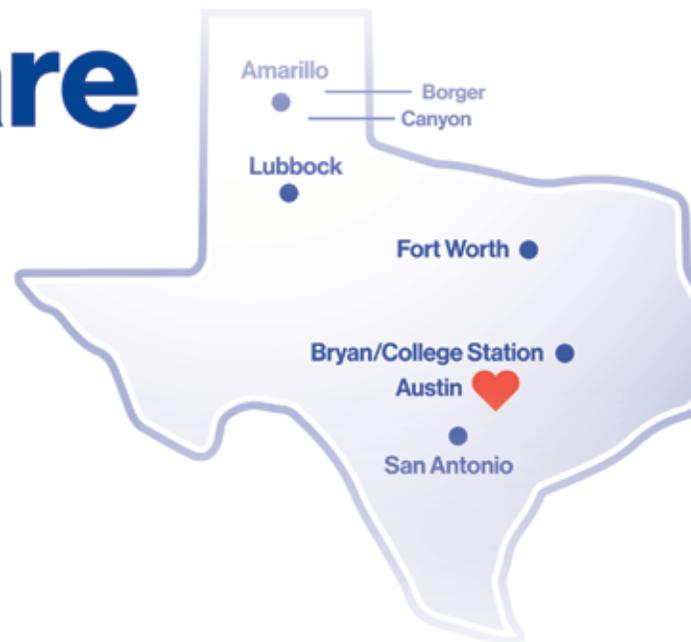
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