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**Dan Allsup**  
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**Marena Johnson**  
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**Brett Rybak**  
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**Beth McCabe**  
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**Kristen Ellis**  
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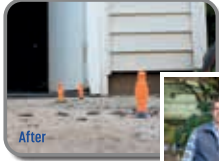


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cover story

Written By Brett Rybak  
Photos By Keni Parks

# BROOKE

## THRIVING OTIS

IN NEW ROLE, LIFESTYLE

Born and raised in Mount Sterling, Kentucky, Brooke Otis' journey to her position at RO&CO Real Estate, has been filled with twists and turns. But the journey from growing up roughly 30 miles east of her brokerage in Lexington (and now another in Hazard) has been full of moments of growth that have brought her to where she is today.

Growing up, Otis was unsure of what path she wanted to take. However, she realized that the figurative idea of home was something she wanted to prioritize.

"I love Kentucky and can't see myself living anywhere else unless it has a coast," Otis said. "But as I grew up, I had no idea what I wanted to do. I wasn't studious. I hated school but was creative so at one point I wanted to be an interior designer. After going to college and realizing that wasn't the path I wanted to take, I had multiple jobs ranging from an employee at AT&T to a job as a deputy jailer. If I woke up and realized what I was doing wasn't something I wanted to do, I'd just go out and do something else."

But then Otis went down the path of receiving her real estate license, which she did in 2018 at 29 years old and realized immediately it was exactly what she wanted to do. She went on to work for Keller Williams for five years but then opted to branch out, creating a partnership with Maxine Reyburn into a brokerage of their own at RO&CO.

"Maxine has been great because she motivates me every single day," Otis said. "When one of us has a fire to put out, the other is there to help. We have the same values. Maxine and I are so similar but so different at the same time. We built our businesses very differently but I feel we can market better than anyone with our boutique concierge brokerage."





As Otis' career has evolved, so has her life outside of work. She met her now husband, Eric Mullins, a little more than three years ago and Otis loves spending time with her step-daughter, Harper. The couple then welcomed their newest member of the family, their son, Archie, in May 2023.

"Life suddenly changed fairly drastically," Otis admits. "But I'm really glad how it all happened. I was able to find myself before becoming a wife and a mother. Becoming a mom while having a full-blown career has been a big challenge but I also love taking Archie everywhere. Real estate has prepped me to

be a mom. This business is so crazy that you sometimes have to shift your mindset at the drop of a hat, just as often as you have to as a parent. It's crazy how quickly life can change."

As much as change can be scary, that change has proven to be personally and professionally beneficial for Otis.

"My family motivates me now more than anything," Otis said. "Focusing on them keeps me from getting burnt out. Balance doesn't always necessarily exist in a traditional sense so it's important to have a lot of flexibility with the brokerage. I have built up the confidence over the last six years

to set boundaries with clients. My priorities have changed. There was a fear of becoming a mother while being in this business that I certainly no longer have."

Otis now is proud of the life and career she has built and hopes her clients have reaped the rewards. In her eyes, every day looks different. She's able to help clients solve problems, helping them long after she assists with a transaction. Otis wants to help clients long-term through this journey.

"I truly care about my clients and their families," Otis said. "Helping them through a transaction that directly impacts their family is the most important thing. I came from a broken home so having a home instead of a house is extremely important. Helping people find that is really rewarding for me. Sitting back and taking a look at what I do for a living is really cool."

As for the personal and professional "home" she has built for herself? Otis has continued to build on her partnership with Reyburn, with the duo creating a podcast called Lex Go Girls for women in every walk of life. The two even hosted their first sold-out event in February and are hosting another one in August.

While trying to rediscover her own hobbies and interest in this new life, she also has found a way to intertwine those hobbies with her work and family life.

"I used to love going to concerts so we have a trip planned with Harper to go see Morgan Wallen in Denver later this summer," Otis said. "We spend a lot of time with Harper so we just purchased a house in Hazard to have a place while we're down there. We're currently doing some renovations and are looking to move in soon so, while we're still primarily living in Lexington, we can spend some time in Hazard, have a presence and focus on growing that business."

It's apparent that, while she has grown into wearing a wide variety of hats, Brooke Otis fully embraced this new life she has designed for herself.



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▶ cover rewind

Written by Elizabeth McCabe  
Photos By ThePhaseTwo Media

# Colby Davis

Never underestimate the importance of your hometown and your upbringing for shaping your character and convictions.

Colby Davis, a native of Harrodsburg, Kentucky, grew up in Mercer County, just a short distance west of Lexington. Raised on a farm, Colby learned the importance of hard work from an early age. He spent his formative years working on the farm alongside his family, and even now, at the age of 91, his grandfather continues to work the land. Colby's parents still reside there, maintaining the family legacy.

Through his unwavering dedication and commitment to his clients, Colby Davis continues to make a positive impact in the real estate industry and his community. From his farm town roots to his rise in residential real estate, Colby is living proof that with enough drive and determination, anything is possible.



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▶ on the rise

Written By Dan Steele  
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*For Rebekah Goodpaster*, the event that would ultimately inspire and drive her real estate career was ironically what delayed her entrance into the field. “I had thought of becoming a real estate agent when I was younger,” she recalls, “but I had a bad experience with an agent who was pushy and didn’t look out for me.”

Visiting a real estate office needing someplace to rent, then 19 year old Rebekah swiftly found herself being railroaded into purchasing a house by the agent with little care or thought being given to her actual financial and personal needs and situation. Fortunately, she managed to stop and get out of the transaction before it could close, and although the inexperience of youth and lack of guidance on real estate kept her from pursuing it as a career temporarily, the seed for her later success had been planted, nonetheless.

That seed finally began to grow and bloom when, while working as a paralegal for Williams Law Office in Mt. Sterling, Rebekah became familiar with the legal side of real estate, revitalizing her interest. “While working for the amazing attorney, Megan Williams, I was able to work on deeds, settlement statements, and closings. It really brought all that back up,” she explains. “I was attending college for business then and gained experience taking classes. I thought, why not just go for it? I was in a place at home and at work where I felt supported and empowered to do something big, and I went for it!” Rebekah’s experiences there also positively demonstrated solid business practices, empowering her to set herself up for success. “It showed me that I could run a business properly and create the systems needed to succeed,” she shares.

Her experiences drive her passion for education, determined that none of her clients ever go through something akin to her first experience with real estate. “I want to learn something new every day that will help my business and my clients. Nobody is perfect, but I want to strive for as much knowledge as possible,” Rebekah declares, and it is only by accumulating and sharing as much information as she can, will she be able to help her clients truly make the right decision for them. “When I’m showing clients a house, I will probably point out the negative aspects the house would have as a purchase, like an older HVAC system or plumbing issues,” she admits. “I don’t see myself as a salesperson. Real estate isn’t a rat race; it should be looked at as a professional service that constantly needs to evolve in order to ensure you are offering the best that you can to your clients. It’s about helping people, and people come before a paycheck.”

The understanding of how deeply personal real estate can be for clients and passion for education shines through the quality and care Rebekah personally imbues in her marketing and why she does all of it herself. “I love being able to market and show how special each property is. I develop connections with my clients and their properties, which is why I like to have longer pre-listing appointments,” she confesses. “This allows me to learn about the property and why the sellers chose it for their home. This, in turn, allows me to convey that sentiment to potential buyers. So, I guess storytelling of the property, whether that be through marketing or conversations.”





66

I want to learn something new every day that will help my business and my clients. Nobody is perfect, but I want to strive for as much knowledge as possible.

99



Remembering there is a story behind every transaction helps Rebakah always deliver empathy and individualized service to her clients and their situation, and why she does what she does. “Not all real estate sales are happy moments, and one that stands out is a family farm that

I sold,” she remembers. “The mother had passed away and the daughter lived out of state. This house was full of memories dear to the seller, but she had no choice but to let them go.”

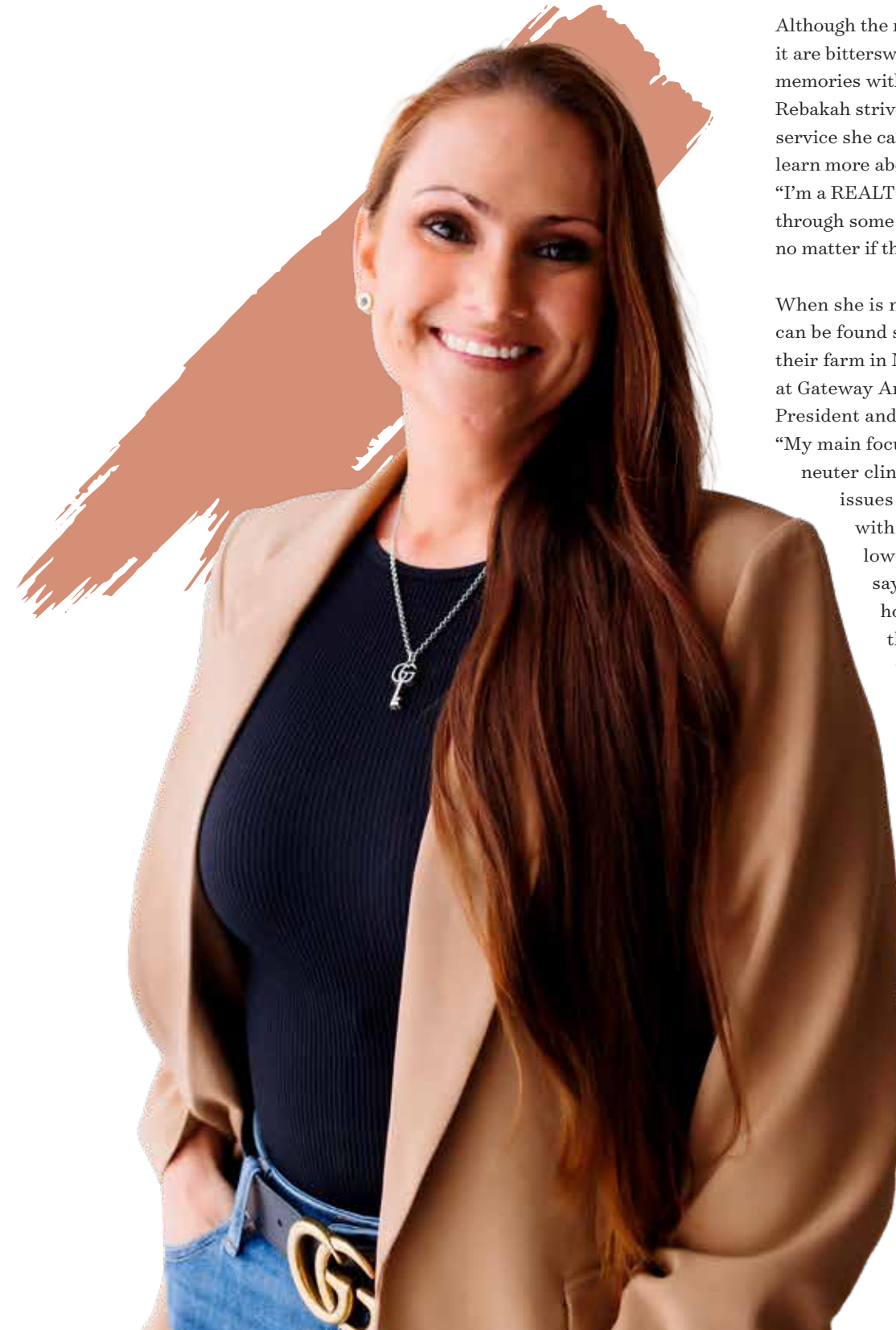
The home swiftly went under contract and, with little time

available to complete everything needed for the sale, Rebakah and the daughter coordinated times to work alongside each other to get the home cleared out. “It was a major task, but we got it done,” Rebakah exclaims! “We reminisced about her childhood at the farm; she explained who each person was in the photos that hung on the walls and where the heirlooms had been passed down from.”

Although the moment itself and the memory of it are bittersweet, being able to share in those memories with her clients are the heart of why Rebakah strives to deliver the most exemplary service she can. “I loved having the privilege to learn more about her and her family,” she affirms. “I’m a REALTOR because I love helping people get through some of the toughest times in their lives, no matter if they are happy or sad.”

When she is not working in real estate, Rebakah can be found spending time with her family at their farm in Menifee County or volunteering at Gateway Area Humane Society, where she is President and has volunteered for over 10 years. “My main focus at the shelter is doing spay and neuter clinics to help with the overpopulation issues that many rural areas experience with domestic cats & dogs and offering low-cost options for pet owners,” she says. “I want to be remembered for how I treat people and animals. I think that every living thing should be treated with dignity and respect.”

This year marks a special anniversary for Rebakah and her husband: “I’ll be married to my husband, Joshua, for 15 years in July,” says Rebakah elatedly. “He has been a big driver in my success. He understands my work ethic because he’s made the same way, allowing me to put the work into building the business and my success thus far.” Along with their daughters, Kadie and Kiah, they love spending time on their farm, fishing, trail riding our Jeeps, enjoying an evening bonfire, and exploring the outdoors together.







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Photos By Gabriel McBride  
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# MIGHTY DOG ROOFING

**LOCAL. REPUTABLE. RESPECTED.**

**When it comes to protecting your greatest asset—your home—it’s essential not to leave it to chance. Cheap estimates and sketchy contractors can lead to more problems down the road. Instead, opt for a trusted, reliable local roofing company like Mighty Dog Roofing.**

Mason Karrick, General Manager of Mighty Dog Roofing, emphasizes the importance of choosing a reputable roofer: “When trying to decide on a roofer, go online and read reviews from other customers, check their accreditation with the Better Business Bureau, and see if they are backed by a major shingle manufacturer. Be sure to understand what they are going to do to protect your home during the work and gain an understanding of how the entire process will work. Do they have the documentation behind it to back it up?”

With Mighty Dog Roofing, customers have access to a customer portal that documents everything—from contracts to yearly inspections and all information regarding the roofing process. This transparency makes the experience convenient and reassuring for customers. A production supervisor is always on site during roofing projects at Mighty Dog Roofing. This commitment to oversight has helped establish the company as a trusted name in the industry, one satisfied client at a time, as evident by their rave reviews. Additionally, they are accredited by the Better Business Bureau.

### A Talented Team

Mighty Dog Roofing has a talented team that is dedicated to serving its clients with their experience and expertise. Martin Shreffler, the owner, purchased the Mighty Dog Roofing franchise in the fall of 2022. Since then, he has seen the Mighty Dog brand grow significantly, with nearly 200 locations nationwide. Martin lives in Scott County with his wife Sarah and their two children, Levi and Luke.

Mason Karrick, the general manager, lives in Jessamine County with his wife and three daughters (with a fourth on the way), and manages the Lexington franchise. Mason is a dedicated professional and a big fan of Skyline Chili and Graeter’s Ice Cream. Before joining Mighty Dog Roofing, he worked at Toyota’s manufacturing facility. He knows how to build a winning company with an impeccable reputation with his previous experience.

Dylan Butler, the Sales Manager, resides in Harrodsburg, Mercer County, with his wife, son, and another child on the way. Dylan moved here from Virginia to expand his cattle business and has 10 years’ experience in the roofing industry.

Doug Piercy, one of the top sales representatives, is a member of the Mighty Dog Million Dollar Club, having sold over a million dollars in sales last year. Doug lives in Harrodsburg, Mercer County, with his wife and two children.

Graham Short, the Production Supervisor, is responsible for supervising

crews and conducting yearly inspections. He lives in Lexington, Fayette County, where the office is located.

Kevin Mangas, a Sales Consultant who joined the company at the beginning of the year, brings a wealth of experience from his corporate background at Lexmark. Kevin lives in Lexington, Fayette County, with his wife.

Michael Thompson, the Lead Canvasser, ensures that residents are aware of Mighty Dog Roofing’s services, especially in areas affected by storm damage. He lives in Lexington, Fayette County, with his wife.





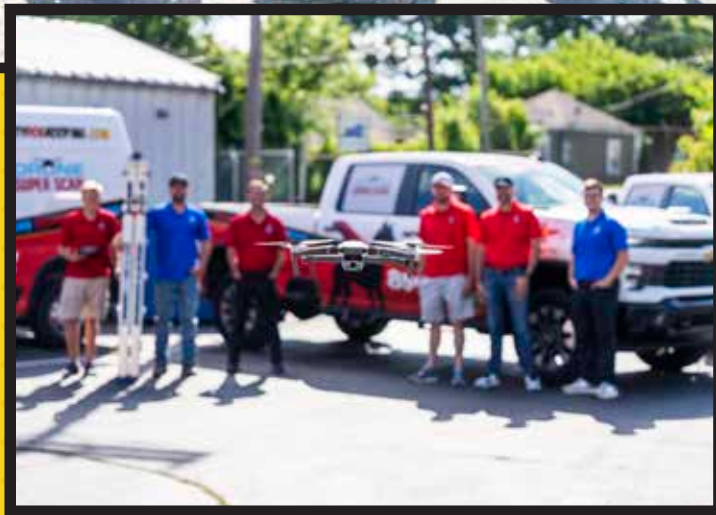
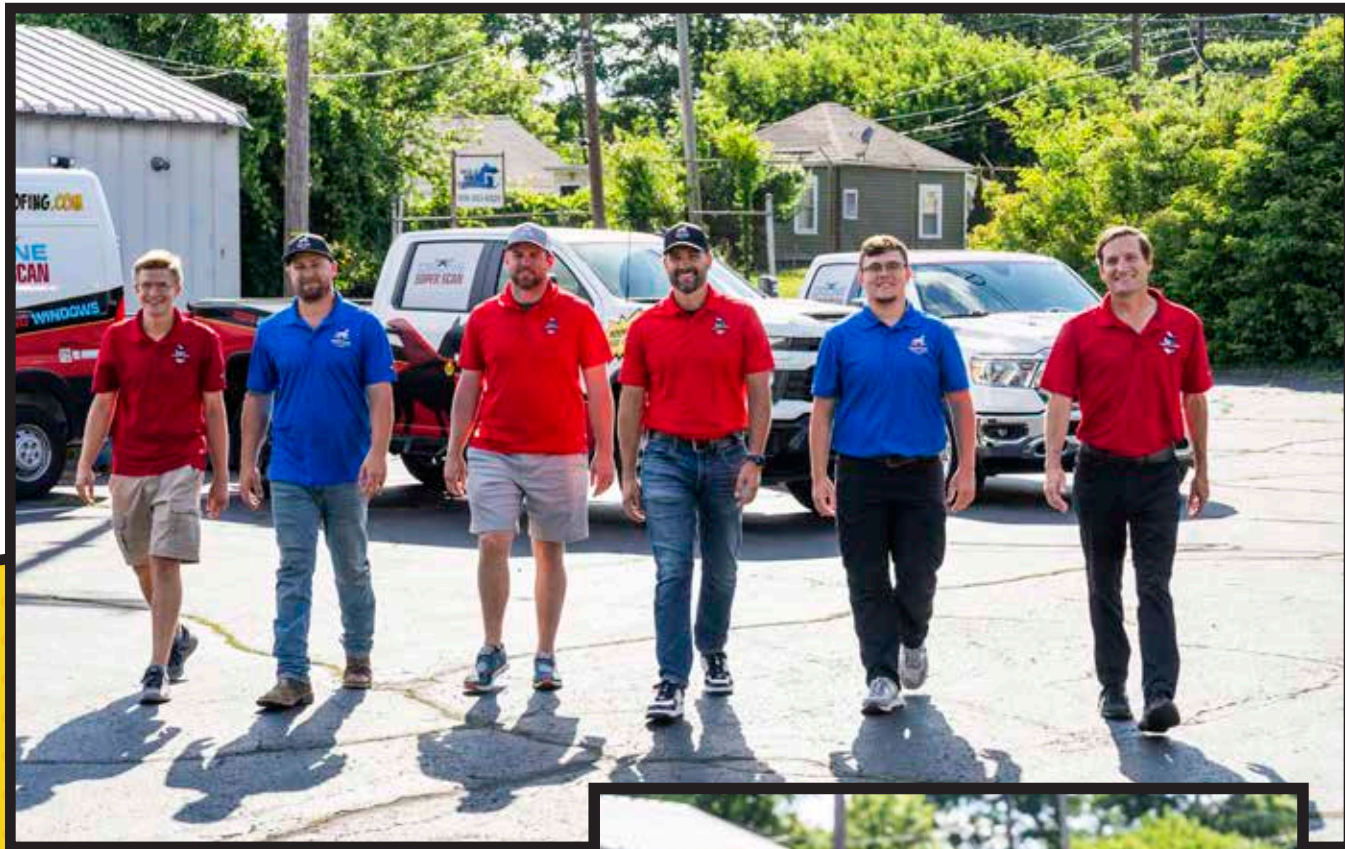
Connor Askin, a recent addition to the team, works as a canvasser under Michael's guidance and resides in Jessamine County.

#### Why Choose Mighty Dog Roofing?

Mighty Dog Roofing is an Owens Corning Platinum Preferred Contractor, one of only six in Lexington. This prestigious designation allows them to offer superior warranties, including the Owens Corning warranty. Their services go beyond roofing, encompassing siding and window installations as well.

One of the standout features of Mighty Dog Roofing is its commitment to protecting customers' properties. Martin explains, "When removing a roof, we use a 'Catch-All' system—a breathable material that protects landscaping and the home, rather than the traditional blue tarp." They also offer a five-year warranty on roof installations and perform annual inspections for five years to ensure everything remains in top condition. Unlike many roofing companies that disappear after the job is done, Mighty Dog Roofing maintains a relationship with its customers.

"With the Mighty Dog franchise, we also have a national supplementary team," explains Mason. "If a homeowner has wind damage, an adjuster comes out and assesses the damage. If they miss a section of the roof, we have a national supplementary team who works with the insurance to make sure that the whole roof gets replaced according to their policy." This team ensures that all damage is accounted for and covered, offering peace of mind to homeowners.



**WITH THE MIGHTY DOG FRANCHISE, WE ALSO HAVE A NATIONAL SUPPLEMENTARY TEAM.**



#### Advanced Technology

Mighty Dog Roofing utilizes drones for inspections, equipped with software to document each step of the roofing process. Their project managers are present for all installations, conducting pre- and post-walkthroughs with customers and ensuring all work is documented with photos. This meticulous approach guarantees customer satisfaction and thorough oversight.

"A lot of roofing companies don't have anyone on site to make sure that everything is going smoothly," points out Mason. Fortunately, Mighty Dog Roofing goes above and beyond with oversight, supervision, and ample documentation.

#### Community Involvement

Mighty Dog Roofing is deeply involved in the local community. They sponsor multiple little league baseball teams and the Lexington Legends, demonstrating their commitment to giving back to the area they serve. Locally owned and operated, all of the team members live in the central Kentucky region.

"We are also involved with several referral groups in our area," says Mason. "We are part of BNIs and have a good relationship with several REALTORS®." When REALTORS® call, they often need something that day or the next day. The team at Mighty Dog Roofing is able to help them when moments matter.

#### For More Information

For more information or to schedule a free roofing inspection, visit their website.

Mighty Dog Roofing's dedication to quality, transparency, and community involvement makes them a trusted choice for your roofing needs. Don't leave your home to chance—choose Mighty Dog Roofing.

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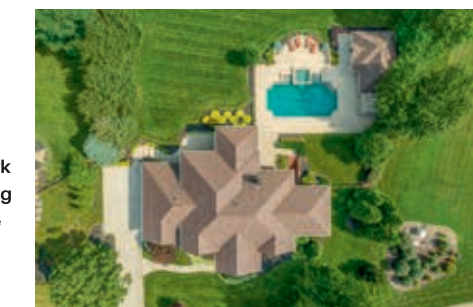


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Because what are we selling if not the experience of what it is like to "buy dirt" as Justin Davis says. So if you want "my two cents on making a dollar work" in listing media: ADD DRONE. Why? It works! My wife and I purchased our home in the middle of the pandemic. We hated the wallpaper, didn't love the cabinetry, but we could SEE ourselves sitting on our acreage, firepit by the creek the borders our property, enjoying life, and watching our dog run freely. We could imagine ourselves in our little neighborhood on the edge of the country line and THAT sold us. Lots of times the impact of listing media comes from things that potential buyers never even know they will fall in love with. And truthfully it's just not a good look for any listing to "look up a house's nose" as I always say. Build interest, drive traffic, propel closings. Elevate your listings with breathtaking views that only drone photo and video can provide, we are always happy to consult.



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