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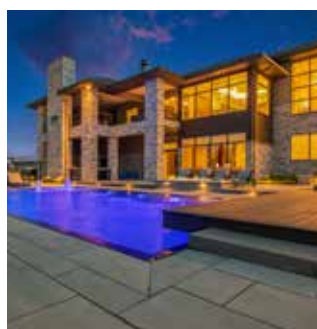
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Cover photo courtesy of Natalie Jensen Photography



If you are interested in contributing or nominating REALTORS® for certain stories, please email us at Stacey.Penrod@n2co.com.

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► publisher's note

Dear Real Producers of Omaha,

By now, you know we have one of the most dynamic, impactful monthly magazines showcasing Omaha's best of the best, top Realtors.

Our mission is to feature the inspiring stories of top agents and to elevate our real estate community. However, our core purpose is to connect the community through exclusive, memorable networking events for the Top 500 Realtors, their teams, and our preferred partners.

Our favorite part of this business is creating a space for top agents to gather in fun, relaxed settings at upscale local venues. These events provide opportunities for agents to connect, collaborate, and make deals.

We've seen business relationships blossom because of the connections made at these special events, and we're proud of the role Real Producers has played in making them possible.

Speaking of our amazing Real Producers events, keep an eye on your inbox for your exclusive invitation to our next event — we want to see you there!

Remember, this community is for and about you, as a top Real Producer. Certainly read our flagship publication each month, but also come to the events. They are what it's all about, and we hope you will take full advantage of our Real Producers' offerings. We think you'll be glad you did.

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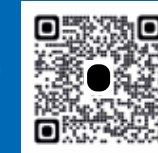
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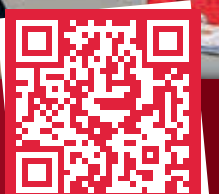
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MATT HELLER

► cover story

By Jess Wellar
Photos by Natalie Jensen Photography

Humility Unleashed

“I’m really just a farm boy trapped in a salesman’s body,” Matt Heller explains with a chuckle. “I’m not about the flash; I just want to serve clients the best I can so that when they think of me, they know that no matter what it is, I will give it my all and get the job done.”

A remarkable REALTOR® with NP Dodge Washington County, Matt has humbly been serving his clients while earning the nickname “The Baron of Blair” for eight years and counting.

An Entrepreneurial Spirit

Growing up on an old dirt road in Rogers, Nebraska, Matt learned the value of hard work early on. “We had a hobby farm where we grew grass and alfalfa for bales along with corn and beans,” Matt recalls. “We had sheep, a goose, two peacocks, cows, chickens, cats, and dogs. We worked hard on the farm, played hard in the creeks, barns, and forest, and did a lot of hunting.”

The work ethic instilled by his father and the resilience from his mother’s

battle with multiple sclerosis profoundly shaped Matt’s character. “My dad’s entrepreneurial spirit and my mom’s strength, perseverance, faith, and positive attitude had a huge influence on me,” Matt affirms. “She never gave up hope, even at the end.”

After graduating from high school from North Bend Central, Matt pursued a degree in marketing from Doane College. Before diving into real estate, Matt juggled multiple roles — as a freight broker for H&M Trucking,





Matt and Becky Heller with their children, Rowan, Ruby, Vivie, and Millie

a baseball coach at Millard West, and the owner-operator of Skyline Distributing, a business originally started by his father in 1994.

Matt's eventual pivot into real estate was born out of necessity when Skyline Distributing sales started to decline, forcing him to explore his options. "Skyline Distributing sales were directly related to how successful Husker football was. As the losses started stacking up, sales fell, and I needed to find a way to supplement the losses," Matt explains.

The Big Pivot

Real estate, with its flexible hours, seemed like the perfect solution. What started as a supplemental job quickly turned into his full-time passion.

"I guess there was some influence from my grandpa Henry Herman Heller, who had his own real estate and insurance brokerage in Beemer, Nebraska," Matt notes. "But my work experience helped tremendously with customer relations. I put a great emphasis on my relationships."

Fast forward to today, and Matt's stats are impressive — last year alone, he closed 42 transactions totaling \$16,934,425. Despite his success, Matt remains humble about his future projections.

"I don't have production goals; I just work hard," he shrugs. "My volume has gone up every year, and I'm planning to keep working hard and keep growing."

Matt acknowledges that his success is due to the invaluable support of

several key, behind-the-scenes individuals: his manager at NP Dodge, Travis Svendgard; his admin, Holly Rybensky; his assistant, Cathy Casey; photographer Avi Weisbach; drone photographers and videographers Alyssa Allmon and Bob Brindamour; his home stager, Julie Radke; and all the contractors and professionals who help along the way.

"I couldn't do any of this without them," he admits.

Matt's diligence hasn't gone unnoticed, earning him multiple brokerage awards, including 2017's New Licensee Top Volume Closed award, as well as Top Individual Volume Closed from 2019 through 2023, and Top Units Closed for an individual last year as well.

Service Over Sales

Matt emphasizes there are a lot of great Realtors out there, and while humble, he does pride himself on building lasting relationships with clients by always putting their needs above his own.

"Success, for me, is having my clients' goals met. I only win if they win," Matt states. "I try to be available as much as I possibly can and I'm there at every step of the process: from the initial meeting to showings, staging, inspections, the walk-through and closing. This is potentially the biggest purchase or sale of their life; I better be available to help when it's needed," he continues. "Service gets you the sale."

Matt's advice to new agents echoes his emphasis on relationships, along with a sense of urgency.

"Start building your client list now," he suggests. "My own client list that I used to get started in the business was my wedding invite. This is a relationship business, so start with people who you already have a trusting relationship with. Take care of them so they can help you create more trustworthy relationships. Then, stay hungry. Don't sit still."

Family, Faith, and Farming

When Matt isn't closing deals, he's enjoying a rich family life with his wife Becky, who runs



Top producer Matt Heller is a Realtor with NP Dodge in Washington County.





Matt Heller's wife, Becky, runs Blair Chiropractic Centre.

Free time for Matt means playing softball with a team he's been with for 12 years, hunting, fishing, and coaching his kids' teams. "I can be gone a lot for work," he points out. "They grow up fast, so I try to be around as much as possible."

Matt and his family are also deeply involved with Reach Church in Blair, a nod to their community and their faith.

Looking ahead, Matt's goals remain grounded, focused, and family-oriented. "Honestly, I just want to keep my nose to the grindstone and keep serving people in all their real estate needs. As long as I keep putting in the time and effort, I think the numbers will take care of themselves," he concludes.

On a personal note, Matt also envisions expanding his family's farm. "I wouldn't mind getting more animals to take care of, whether that's a hobby for my wife and I in

later years or more responsibility for my kids to have now," he muses.

Above all, Matt's aspirations for his children are clear: "I want my kids to be happy and healthy, have peace, confidence, and trust in God in whatever they do. Be a positive light in the world."



Blair Chiropractic Centre, and their four children: Millie (9), Vivie (8), Rowan (5), and Ruby (3). Their home is a bustling hobby farm, complete with cats Barney, Peaches, Cali, and Midnight; dog Liberty; bunny Daisy; and sheep Boots and Scoots. "If we go on vacation, the kids like it to be at a cabin or farm where we get to take care of animals," Matt laughs.

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CALI RETHWISCH & THE VIRTUE GROUP



From left to right: Lindsay Hansen, Rachel McClanahan, Sue Laubert, Cali Rethwisch, Jen Donahue, Summer Stearns, Ashley Cherney, Bree Beck
(Not pictured: Alysha Washington)

LEADING WITH A VIRTUOUS HEART

When Cali Rethwisch decided to launch the Virtue Group in September 2023, she didn't just start a new real estate team — she set out to create a positive atmosphere where success is measured by the genuine care displayed for clients and each other. In less than one year, the appropriately named "Virtue Group" has put up impressive numbers that match their inspiring devotion to supporting their colleagues and community.

"I think real estate agents get kind of a bad rap, so I wanted to create a team where I was creating an uplifting environment for everyone to work in," Cali offers.

Finding the Right Fit

Cali grew up in the small town of Tilden, Nebraska, attending Wayne

State concentrating in pre-dental. She soon realized dental work was not her passion and switched gears to study abroad in Greece for a semester, then transferred to the University of Nebraska–Lincoln, where she graduated with a degree in finance.

But the world of finance didn't hold her interest either.

"I honestly didn't know what I wanted to do to earn a living... I knew I couldn't be stuck at a desk all day, but I was so far into my finance degree that I just decided to finish," she recalls. "But I hated finance and knew I wanted to be helping people."

After graduation, Cali worked as a bartender and managed a gym for five years while still trying to figure out

what she was meant to do. It wasn't until she worked as an administrator for the real estate team Sue Laubert was on that she finally found her 'why.'

"After working as an admin for six months, I knew I had to get my license because I could not be an admin one day longer," she laughs. "I had to be out there connecting with others."

Cali credits her mentors Maria Lundin and Adam Bacome for their incredible support when she was just starting out as a newly licensed agent in 2017.

"Maria and Adam were huge in getting me started," she acknowledges. "If I ever needed advice, to this day, they would still be there for me in an instant."



Cali Rethwisch formed The Virtue Group at kw Elite in September 2023.

A Vision Emerges

Initially, Cali led another team, the One80 Group, after a top-producing agent decided to step back. However, it became clear that having multiple team leaders was hindering progress.

“I realized after one year that three team leaders with five agents was too many to get anything done,” Cali points out.

This realization prompted her to form the Virtue Group, with Sue Laubert joining from day one as the team’s fabulous success manager. The team now consists of eight full-time agents, including Bree Beck, Lindsay Hansen, Ashley Cherney, Summer Stearns, Rachel McClanahan, Alysha Washington, and their diligent admin, Jen Donahue, who Cali praises for keeping everything on track.

“Jen is what keeps the wheels moving on our vehicle. She does contracts, closing gifts, you name it, she does it,”

Cali emphasizes. “We would be lost without her.”

Despite their relatively new formation, the Virtue Group is already turning heads with impressive stats. Currently at \$25 million and 71 units closed, the group is projecting to sell \$60 million and 150 units by the end of their first full year.

“We’ve also been the top-selling team at our brokerage every month this year,” Cali notes proudly.

A Culture of Caring

At the heart of the Virtue Group’s success is their relentless commitment to building relationships that last, both with clients and with each other.

“Our group is focused on nurturing past clients and their sphere; we’re not a ‘turn and burn’ type of transactional team,” Cali affirms. “When our clients close on their new home with us, they become our friends and we take care of them for life!”

“Client events, celebrating their birthdays, and home anniversaries are just a small portion of what we do for our clients long after closing day,” she adds.

This appreciative approach extends to community involvement as well. Recently, the Virtue Group collected clothes for families affected by a tornado, demonstrating their compassion with four vans full of clothes by the time their drive ended.

Cali’s team’s culture is also characterized by plenty of fun and camaraderie.

“Our team loves doing things together and hanging out; we also lean on each other for help and advice,” Cali shares.

“In the fall, we do a big tailgate for our clients down in Lincoln,” she continues. “And for Easter this year, we did ‘Egg Your Yard’ and dressed up like bunnies and hid Easter eggs in 100 families’ yards that had signed up. It went surprisingly well for our first year!”

“ SPENDING TIME WITH MY FAMILY IS SUPER IMPORTANT.

Cali notes she is also on the hunt for recruits who align with similar values of togetherness, collaboration, and integrity.

“We are looking to bring on agents who might be seeking more accountability and systems to grow their business and leverage their time,” she notes. “Our team offers comprehensive support, from providing leads to coaching one-on-one’s and accountability, making it a great fit for both new and seasoned agents.”

Outside the Office

Beyond work, Cali enjoys a fulfilling personal life with her husband Cody, to whom she’s been married for almost six years. They share their home with two rescued English bulldogs, Ralphie and Frankie, and have fostered three other dogs through The Good Life Bulldog Rescue.

In her spare time, Cali is a travel fanatic. She hit four different states last month, always loves an excuse to visit Las Vegas, and is excited about an upcoming trip to New Orleans to participate in The Red Dress Run with her husband and friends. She’s also active in various sports, including golf, sand volleyball, and co-ed softball, and has recently taken up gardening.

“Spending time with my family is super important, too, especially my three nephews,” she adds. “And I really love hanging out with my friends and grabbing drinks or trying the newest restaurants around Omaha.”

Cali’s passion for giving back extends to her personal time. She volunteers for The GoodLife Bulldog Rescue and The Down Syndrome Alliance and is always looking for ways to support charities important to her team members.



“Each quarter, we like to pick a charity and find some event to put on or donate our time to give back,” she explains.

A Bright Future

As the Virtue Group continues to grow, Cali remains focused on maintaining her tight-knit team’s ethos of kindness, positivity, and appreciation. Personally, she looks forward to traveling more and possibly expanding her family.

“I just want to be able to continue to grow the team while maintaining our fantastic culture,” she concludes. “I still cannot even believe our growth in less than one year, and I can’t wait to see what the future holds for our amazing group.”



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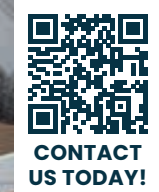


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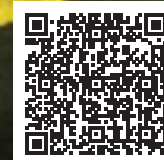
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CHLOE

DAEGES



▶▶ rising star

By Jess Wellar
Photos by Natalie
Jensen Photography,
taken at Veseli, an event
venue in Springfield, NE.

HELPING OTHERS DISCOVER THEIR NEXT CHAPTER

It's certainly no fluke that Chloe Daeges is on track to triple her sales volume in her first year as a full-time REALTOR®. A proud member of the Copper Group with Better Homes and Gardens Real Estate, Chloe will do whatever it takes to ensure her clients' interests are always placed ahead of her own.

"Success, to me, isn't determined by how much volume I've closed; it's about being an agent that clients can count on even after the closing table," Chloe explains.

ROOTS IN REAL ESTATE

Chloe's fledgling success in real estate almost seems like a foregone conclusion, given her upbringing in Springfield, Nebraska. Born into a family of mortgage lenders, she was often encouraged to explore the world of real estate by various relatives, including her step-father, uncle, and grandmother.

Before diving into real estate, Chloe worked at Prime Time Healthcare, a medical staffing agency. For five years, she served as a compliance specialist, helping nurses get ready for their travel assignments.

"I decided the timing did not feel right," she recalls about her initial hesitation to pursue real estate after graduating from high school. But soon after marrying her husband in 2021, she felt the pull to follow her dream, supported by her family's encouragement. The newlywed couple began flipping houses together and with friends, further igniting her passion for the industry.

Chloe obtained her Nebraska sales license in mid-2021 and initially started her career part-time at Keller Williams while still working her day job in health care. She soon realized that Better Homes and Gardens was a better fit for her business and made the leap that fall. She couldn't be happier, now at her "second home" with the Copper Group, and credits her mentors, Jenn Tucker and April Tucker, for helping her become a promising Realtor in three short years.



“A Realtor friend encouraged me to make the switch, and after meeting Jenn and April, I knew my core values of honesty and integrity aligned with theirs,” Chloe affirms. “These two women are incredible experts who have guided me to become the greatest agent I could possibly be for my clients.”

GOING ALL IN

Chloe obtained her Iowa license the following year to ensure she could travel 30 minutes over the border to help her growing book of business. Now in her first full year as an agent, Chloe has already achieved impressive results, with projections to hit over \$6 million in sales volume in 2024.

In addition to her mentors, Chloe is quick to credit her supportive teammates, all 30 of them, including Sherri Kohls, her transaction coordinator, and Tiffany Pannkuk, the group’s admin.

“Our team is so family-oriented and always willing to lend a helping hand when you need it. I travel and am out often with my little ones, and my teammates are always willing to step in as needed,” Chloe acknowledges. “The entire team gives off nothing but uplifting vibes, and it helps that everyone is so knowledgeable and contributes daily with great advice on our group chat.”

Rising Star Chloe Daeges is a member of the Copper Group with Better Homes and Gardens Real Estate.

OUR TEAM IS SO FAMILY-ORIENTED AND ALWAYS WILLING TO LEND A HELPING HAND WHEN YOU NEED IT.



A ‘CAN-DO’ APPROACH

What sets Chloe apart in the competitive world of real estate is her proactive nature with communication, as well as her emphasis on building meaningful relationships beyond the sale.

“I truly believe that going the extra mile is the key to success, and my clients know I’m just a phone call away,” Chloe states. “I will set up a contractor to make sure my people are taken care of, I will help move furniture, and I’m always willing to travel to show parents the new house!”

“I also try to make the process special, too, with pop-by gifts and anniversary cards, and I love to deliver pies for Thanksgiving,” Chloe elaborates. “My commitment doesn’t end after the sale; it’s a lifelong relationship.”

FAMILY FIRST

When Chloe isn’t working, she’s deeply involved in her family life and describes her brood as her “go-to place.” She enjoys spending time outdoors with her two beautiful boys, Beckett (7) and Daylon (1.5), and her husband, Dalton.

“We love riding in our Honda Pioneer side-by-side on our acreage and spending time at the lake,” she shares with a smile.

In addition to flipping houses with her husband to make distressed properties beautiful again, Chloe’s hobbies include interior designing and exploring new restaurants with her family.

“One of my favorite local hotspots is Sauced by Alfaro in Papillion. It’s not a new restaurant, but it’s *really* good,” she offers.

Chloe is also committed to giving back to the community. She regularly donates to St. Jude’s Children’s Hospital, supporting children with cancer.

Looking ahead, Chloe has no plans to let off the gas pedal as her career continues to gather momentum. Her long-term goal is to establish herself as the local go-to agent for her hometown of Springfield, all while growing a strong referral network.

Personally, Chloe dreams of traveling more with her family and purchasing additional investment properties to generate passive income.





Chloe Daeges with her husband, Dalton, and their boys, Beckett and Daylon.

“There is no real work hours as an agent, it comes with sacrifice for your clients and always putting their best interests first,” she concludes. “I love the fact that I’m able to learn something new from every transaction.

“To me, success is being able to provide for my family while fulfilling my passion for helping others find their next chapter — a chapter called ‘home.’”



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Commercial Real Estate Women (CREW) Network is a global organization, actively working to accelerate the success of women in commercial real estate (CRE) through networking, industry research, and leadership development. Approaching 200 members, CREW Omaha has emerged as one of the fastest growing, largest per capita membership groups in the world.

CREW Omaha is committed to becoming recognized as Omaha's premier CRE organization through educational content, first looks at the city's newest developments, high visibility special events, and opportunities for mentorship and outreach.

- Monthly luncheon programs highlight topics from financing models to new construction technologies, Omaha-adjacent community development to downtown's newest office tower.
- Guided building tours allow exclusive access inside Omaha's newest construction projects.
- The annual golf outing has become a signature event, approaching 200 participants in 2024.
- Intentional avenues for outreach support CREW Network Foundation, contributing to industry-leading research and white papers, CREW careers, college scholarships, and UCREW university campus presence.
- The CREW mentorship program fosters in-depth connections under a fully customizable program, fitting the goals of each mentorship pair.

HARNESSING LEADERSHIP POTENTIAL

CREW Omaha is guided by an 11-person board of directors, elected by industry peers from the group. A board retreat kicks off the year with regular meetings throughout to steer the future of CREW Omaha. Additionally, 2023 was a milestone year with CREW Network visiting to lead the board through a two-day strategic planning session. Each director position

allows members to grow and collaborate across diverse groups of professionals, taking enhanced leadership skills back to their respective primary careers.

Home to many of Omaha's standout CRE leaders, CREW Omaha works to share the successes of their members and promote their people. At a local level, the organization nominates members for a variety of awards, including Midlands Business Journal's "40 Under 40," Women's Center for Advancement "Tribute to Women," and Omaha's CRE Hall of Fame. Reestablished in 2023, the chapter hosts a dedicated awards program, highlighting three awards each year: Rising Star, Career Advancement for Women, and CREW Connection — a team award focused on the collaboration of member-to-member businesses. Additionally, annual sponsor organizations are recognized at every event, on social media, and in newsletter spotlights.

At the network level, CREW Omaha is no stranger to global recognition. Recent CREW Network awards and service on committees and boards further solidifies Omaha as a force in CRE. Recently, Ashley Kuhn was nominated and awarded the 2023 CREW Catalyst Award, an honor bestowed upon two individuals worldwide each year. In 2024, Jackie Pueppke was selected to serve on the Network Scholarship Committee with the momentous task of distributing thousands of dollars to university students in qualifying CRE fields of study. Also celebrating this year, Sarah Gudeman represents CREW Omaha on the 2024 Network Council on Environmental, Social, Governance (ESG).

WHY CREW?

CREW Omaha is a single organization that covers the entire spectrum of CRE development. One event can get you in the room with brokers, architects, lenders, attorneys, contractors, developers, and property managers — a room from which you walk away with professional acquaintances, potential partners, and even stronger friendships. Sound interesting? Join CREW Omaha for an event to learn more!

For more information, call 1-888-866-CREW or visit Omaha.CREWNetwork.org.



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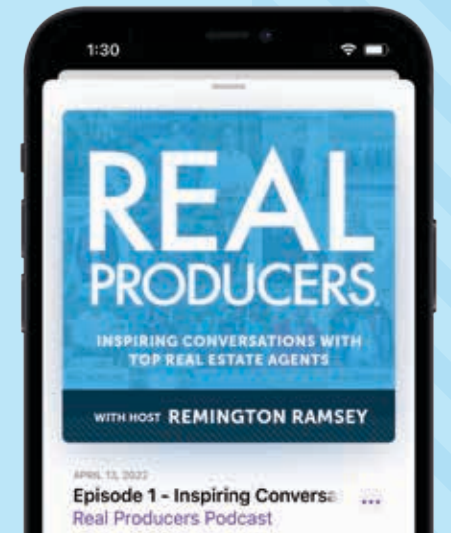
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Upon entering the main level, you are greeted by a majestic great room that immediately sets the tone for the rest of the home. This expansive space is perfect for both grand entertaining and intimate family gatherings. The great room flows seamlessly into an amazing gourmet kitchen, a true chef's dream. Custom cabinetry lines the walls, providing ample storage space, while state-of-the-art appliances and sleek countertops ensure that every meal is prepared in style. The indoor grill room, a rare and delightful feature, allows for year-round culinary adventures, no matter the weather.

The luxurious primary bedroom suite is a retreat unto itself, offering a sanctuary of comfort and style. One of its most remarkable features is a glamorous two-story closet, designed to accommodate even the most extensive wardrobes. After a long day, slip out onto the covered deck directly from the primary suite to enjoy the serene sights and sounds of the outdoors. Here, you can unwind in front

of the outdoor fire, letting the tranquil ambiance soothe your senses.

Descending to the lower level, you'll find an entertainer's paradise. This floor boasts another large great room, ideal for hosting gatherings or enjoying family movie nights. A sunken bar adds a touch of sophistication and ensures that refreshments are always at hand. Fitness enthusiasts will appreciate the exercise/flex room, which offers a versatile space for workouts or other hobbies. Additional bedrooms on this level, each with private ensuites, provide comfort and privacy for guests or family members.

Stepping outside, you are met with a masterfully designed private oasis that epitomizes luxury. The knife-edge pool is a stunning centerpiece, offering a refreshing escape on warm days. Nearby fountains and fireplaces enhance the outdoor ambiance, creating a perfect setting for relaxation or entertaining. The spectacular lake views serve as a breathtaking backdrop, ensuring that every moment spent outdoors is filled with beauty and tranquility.

This remarkable property is more than just a home; it is a lifestyle. The combination of elegant indoor spaces and exquisite outdoor areas makes it an ideal setting for





creating cherished memories that will last a lifetime. Whether you are hosting a grand celebration, enjoying a quiet evening with family, or simply taking in the natural beauty that surrounds you, this home provides the perfect backdrop for every occasion.

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By Scott Bergmann

In the lightning-fast world of real estate, success hinges on efficiency and client satisfaction. That's where Google Gemini steps in — a powerful AI tool designed to streamline your tasks and supercharge your follow-up campaigns. But how, exactly, can Gemini transform your real estate operations? Let's dive in and explore its potential.

UNDERSTANDING THE POWER OF GOOGLE GEMINI

Google Gemini is more than just a fancy app. It leverages the power of machine learning and data analysis to optimize your client interactions and daily task management. This intelligent platform automates repetitive tasks with remarkable efficiency, freeing up your valuable time to focus on strategic planning and client relationship building.

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HARNESSING GEMINI'S POTENTIAL IN THE REAL ESTATE ARENA

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BEYOND JUST A TOOL: A MODERNIZATION ENGINE FOR YOUR BUSINESS

Google Gemini is more than just another software tool in your arsenal. It's a key component in modernizing your real estate business. By integrating Gemini into your daily operations, you can unlock a new level of efficiency, enhance your operational capabilities, and cultivate stronger client relationships — all of which translate to a thriving real estate practice. So are you ready to embrace the future of real estate with Google Gemini by your side?



Scott Bergmann is broker/owner of Realty ONE Group Authentic, here in Omaha, Nebraska. He is looked at in the real estate industry as an early adopter of AI and travels the nation doing in-person workshops for real estate agents and brokerages and rooms of anywhere between 50 to 600, speaking specifically about AI tools and resources that real estate agents should be using. Scott specializes in marketing and technology, as well as coaching on AI. Whether he is found on an AI real estate podcast or an in-person workshop, his love for AI can be heard and felt. He's passionate about coaching agents to reach their maximum potential and firmly believes AI should be an important tool in their tool belt.

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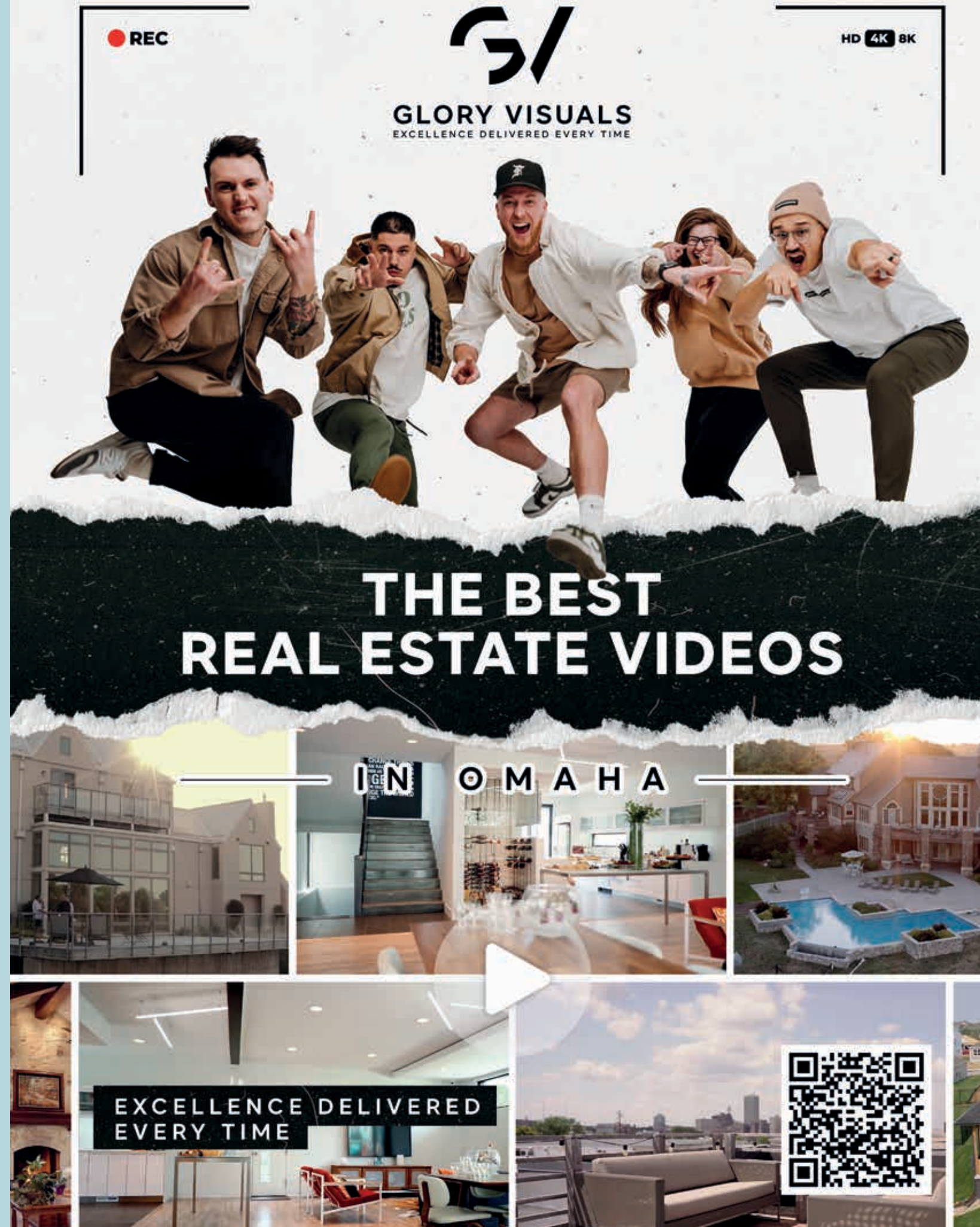
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